

ds

Set	Items	Description
S1	98231	(GAME?? OR QUIZ??) (10N) (ADVERTISING OR AD??)
S2	1486723	DONAT? OR CHARIT?
S3	431	S1 (S) S2
S4	304	RD (unique items)
S5	175	S4 NOT PY>2001
S6	46649057	BUSINESS
S7	108	S5 AND S6
S8	20	S5 (S) S6
S9	1316434	(ADVERTISING OR AD??) (S) (BUSINESS)
S10	275143	(GAME?? OR QUIZ??) (10N) (BUSINESS OR COMPANY OR SPONSOR)
S11	1853794	(QUESTION?? OR ISSUE??) (10N) (BUSINESS OR COMPANY OR ORGA- NIZATION)
S12	3849	S10 (S) S11
S13	2095	S12 NOT PY>2001
S14	1457	RD (unique items)
S15	2152765	PARTICIPANT OR CONSTESTANT OR PLAYER
S16	54	S14 (S) S15
S17	1486723	DONAT? OR CHARIT?
S18	2	S16 AND S17

? save temp  
Temp SearchSave "TF10890223" stored  
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show files; d

File 15:ABI/Inform(R) 1971-2005/Sep 05  
(c) 2005 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2005/Sep 05  
(c) 2005 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2005/Sep 05  
(c)2005 The Galè Group  
File 160:Gale Group PROMT(R) 1972-1989  
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File 275:Gale Group Computer DB(TM) 1983-2005/Sep 05  
(c) 2005 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Sep 05  
(c) 2005 The Gale Group  
File 9:Business & Industry(R) Jul/1994-2005/Sep 02  
(c) 2005 The Gale Group  
File 20:Dialog Global Reporter 1997-2005/Sep 03  
(c) 2005 Dialog  
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(c) 2005 Financial Times Ltd  
File 610:Business Wire 1999-2005/Sep 05  
(c) 2005 Business Wire.  
File 613:PR Newswire 1999-2005/Sep 05  
(c) 2005 PR Newswire Association Inc  
File 624:McGraw-Hill Publications 1985-2005/Sep 02  
(c) 2005 McGraw-Hill Co. Inc  
File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 05  
(c) 2005 The Gale Group  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc  
File 2:INSPEC 1969-2005/Aug W3  
(c) 2005 Institution of Electrical Engineers  
File 35:Dissertation Abs Online 1861-2005/Aug  
(c) 2005 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2005/Sep W1  
(c) 2005 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2005/Jul  
(c) 2005 The HW Wilson Co.  
File 474:New York Times Abs 1969-2005/Sep 03  
(c) 2005 The New York Times  
File 256:TecInfoSource 82-2005/Sep  
(c) 2005 Info.Sources Inc  
File 475:Wall Street Journal Abs 1973-2005/Sep 02  
(c) 2005 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

**Display 11/2/1 (Item 1 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06396147 Supplier Number: 54825686 (USE FORMAT 7 FOR FULLTEXT)

**New York Yankees Land Snapple Ice Tea.**

Amusement Business, v111, n22, p12

May 31, 1999

ISSN: 0003-2344

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 144

PUBLISHER NAME: BPI Communications, Inc.  
COMPANY NAMES: \*Snapple Beverage Corp.  
EVENT NAMES: \*380 (Strategic alliances); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*0138400 (Tea)  
INDUSTRY NAMES: ARTS (Arts and Entertainment); BUSN (Any type of  
business)  
NAICS CODES: 111998 (All Other Miscellaneous Crop Farming)  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 58 Licensing/Sales Agreements

- end of record -

? ds

Set	Items	Description
S1	842	SPONSOR?? (10N) ((DONATION OR DONATE??) (10N) CHARIT???)
S2	46649073	BUSINESS
S3	40535773	COMPANY
S4	7	S1 (S) S2 (S) S3
S5	4018250	GAME??
S6	23	S1 (S) S5
S7	3	S6 (S) S3
S8	0	S6 (S) S2
S9	23	S1 (S) S5
S10	14	RD (unique items)
S11	9	S10 NOT PY>2001

? save temp

Temp SearchSave "TF108903653" stored

?

show files; ds

File 15:ABI/Inform(R) 1971-2005/Sep 05  
(c) 2005 ProQuest Info&Learning  
File 16:Gale Group PROMT(R) 1990-2005/Sep 05  
(c) 2005 The Gale Group  
File 148:Gale Group Trade & Industry DB 1976-2005/Sep 05  
(c)2005 The Gale Group  
File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group  
File 275:Gale Group Computer DB(TM) 1983-2005/Sep 05  
(c) 2005 The Gale Group  
File 621:Gale Group New Prod.Annou.(R) 1985-2005/Sep 05  
(c) 2005 The Gale Group  
File 9:Business & Industry(R) Jul/1994-2005/Sep 02  
(c) 2005 The Gale Group  
File 20:Dialog Global Reporter 1997-2005/Sep 03  
(c) 2005 Dialog  
File 476:Financial Times Fulltext 1982-2005/Sep 05  
(c) 2005 Financial Times Ltd  
File 610:Business Wire 1999-2005/Sep 05  
(c) 2005 Business Wire.  
File 613:PR Newswire 1999-2005/Sep 05  
(c) 2005 PR Newswire Association Inc  
File 624:McGraw-Hill Publications 1985-2005/Sep 02  
(c) 2005 McGraw-Hill Co. Inc  
File 636:Gale Group Newsletter DB(TM) 1987-2005/Sep 05  
(c) 2005 The Gale Group  
File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire  
File 813:PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc  
File 2:INSPEC 1969-2005/Aug W3  
(c) 2005 Institution of Electrical Engineers  
File 35:Dissertation Abs Online 1861-2005/Aug  
(c) 2005 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2005/Sep W1  
(c) 2005 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2005/Jul  
(c) 2005 The HW Wilson Co.  
File 474:New York Times Abs 1969-2005/Sep 03  
(c) 2005 The New York Times  
File 256:TecInfoSource 82-2005/Sep  
(c) 2005 Info.Sources Inc  
File 475:Wall Street Journal Abs 1973-2005/Sep 02  
(c) 2005 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

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S1	98231	(GAME?? OR QUIZ??) (10N) (ADVERTISING OR AD??)
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S8	20	S5 (S) S6
S9	1316434	(ADVERTISING OR AD??) (S) (BUSINESS)
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S11	1853794	(QUESTION?? OR ISSUE??) (10N) (BUSINESS OR COMPANY OR ORGA-

## NIZATION)

S12 3849 S10 (S) S11  
S13 2095 S12 NOT PY>2001  
S14 1457 RD (unique items)  
S15 2152765 PARTICIPANT OR CONSTESTANT OR PLAYER  
S16 54 S14 (S) S15  
S17 1486723 DONAT? OR CHARIT?  
S18 2 S16 AND S17

? save temp

Temp SearchSave "TB108900874" stored

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t s23/6,k/1-9

**23/6,K/1 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

09975575 Supplier Number: 90136753 (USE FORMAT 7 FOR FULLTEXT)

**Essential viewing: the Web is huge and your time is precious. We've done the searching for you, so you need only visit this month's essential sites.**

August, 2002

Word Count: 1147

... fridges from Neff. Whatever next? Sofas by Spud? Nice site, though.  
www.neff.co.uk

**Charities** that want to be able to accept credit card **donations** on their sites can now easily do so, thanks to this well-intentioned new service...paying for.

www.looneytoons.co.uk

CASH FOR QUESTIONS

Most gambling sites are based on **games** of chance, but QuizWinner offers a range of pay to play **quiz games** in which you can win cash prizes for correctly answering questions against the clock. The site's also soon going to launch a head to head **game** that lets you compete against other **players online**. We predict it's going to be extremely popular.

www.quizwinner.com

FIND YOUR DIRECTION...

**23/6,K/2 (Item 1 from file: 20)**

DIALOG(R)File 20:(c) 2005 Dialog. All rts. reserv.

40785355

**CNW Group summary of releases for Midday Monday, February 21, 2005**

February 21, 2005

WORD COUNT: 1812

... Solution After Successful 2004 Performance (Bloorcom-Senza-contct) C6066 - MISSISSAUGA, ON : RE/MAX sales associates **donate** \$2.5 million to Children's Miracle Network in 2004 (RE/MAX-MiracleNetwork) C6069 - KELOWNA, BC : RE/MAX sales associates **donate** \$2.5 million to Children's Miracle Network in 2004 (RE/MAX-MiracleNetwork) C6224 - TORONTO...

... Microsoft Canada seek to strengthen child sexual exploitation laws (Briefing:ChildSexLaws) C6365 - TORONTO : Teens Take **Online** Saving & Investing **Quiz** For The Chance To Win \$2,000 Cash Scholarship (FinanceIQ-Scholarship) C6399 - HALIFAX : New Lieutenant...

... Media Advisory - Girl Guides and Iron Gate Cellarage Announce New Environmental Initiative - New Time and **Participants** (Girl-Guides-environmt) C6639 - TORONTO : Heritage Week Celebrates Ontario's Diversity (Heritage- Week-events) C6640... Stratos Announces Preliminary Results of Substantial Issuer Bid (Stratos-Issuer-Bid) C6574 - TORONTO : Teens Take **Online** Saving & Investing **Quiz** For The Chance To Win \$2,000 Cash Scholarship (CSA-Financial- **Quiz** ) C6577 - TORONTO : Toronto Security Experts Helping Small Business (Informatica-security) C6578 - VANCOUVER : Coastal Contacts Raises...

... Is Back! MasterCard Presents The 2005 Juno Cup Celebrity Fundraising

Face Off (Juno-Cup-hockey- **game** )

VIEW ADDITIONAL COMPANY-SPECIFIC INFORMATION: <http://www.newswire.ca/en/releases/orgDisplay.cgi?okey=66919...>

**23/6,K/3 (Item 2 from file: 20)**

DIALOG(R)File 20:(c) 2005 Dialog. All rts. reserv.

39760340 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Light up your Christmas...**

December 24, 2004

WORD COUNT: 2461

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a meal (if you can) or help your kid sibling in decorating the house.

3. **Donate** to **charity** in the name of a loved one. 4. If you cant give money, make it...

... off all feelings of desolation, for its the time to make merry! Heres a unique **quiz** along with some interesting trivia questions to go with Christmas. The uniqueness lies in the...

...D) Mistletoe 3) In the Ukraine, what does it mean if you find a spider **web** in the house on Christmas morning? A) Good luck B) Misfortune will strike in the...

... knitting Christmas gifts D) A fluffy confection made from almonds and sugar 13) The ancient **game** of Snapdragon has been part of English Christmases for over 300 years. **Players** are egged on by a chant, part of which goes, Take care you dont take...

... Be not greedy in your clutch, Snip, snap, dragon! What is the dragon in this **game** ? A) A costumed child B) The oldest male in the room C) Flames of burning...

... sun shone on them, the webs turned to silver and gold. An artificial spider and **web** are often included in the decorations on Ukrainian Christmas trees. 4 C) A ring means...

**23/6,K/4 (Item 3 from file: 20)**

DIALOG(R)File 20:(c) 2005 Dialog. All rts. reserv.

26126714 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**ADVISORY/Fort Worth Zoo Site of National ``Zoo Tycoon'' Ultimate Zookeeper Challenge**

November 19, 2002

WORD COUNT: 370

(USE FORMAT 7 OR 9 FOR FULLTEXT)

--(BUSINESS WIRE)--

Dallas and Fort Worth Zookeepers Among Finalists Competing for \$20,000 **Donation** Toward Animal Care in Home Zoo

WHAT: Five zookeepers from across the nation - including Dallas...

... in head-to-head competition to discover America's Ultimate Zookeeper!

Selected by popular vote **online**, the zookeeper finalists put their skills to the test as they participate in a competition, including a zany zoo obstacle course, a "zoo-logic" trivia **quiz**; a presentation on their approach to animal care and conservation; and building the ultimate virtual zoo with Microsoft's "Zoo Tycoon" PC **game**, which is sponsoring the challenge. A native Texan, and resident of event host Fort Worth Zoo, Harris' Hawk announced the winner by swooping in with an oversized \$20,000 **donation** check from Microsoft to be used toward animal care at the victor's home zoo...

... have his or her likeness available for download into "Zoo Tycoon," a popular Microsoft PC **game** that puts **players** in charge of building and managing the ultimate zoo. WHEN: Thursday, Nov. 21 9:30...

...and manure identification -- Zookeepers interacting with school children -- Harris' Hawk landing on winner with oversized **donation** check B-roll of preliminary competition activities on Nov. 20 will be available at the ...

... event judges of the American Association of Zoo Keepers, Inc. -- Finalists playing "Zoo Tycoon" PC **game** and taking "zoo-logic" trivia **quiz** -- "Zoo Tycoon" PC **game** screen captures

--30--KK/se\* CONTACT: Edelman Beth Gillespie, 206/949-5929 (cell) or Fort...

23/6, X/5 (Item 4 from file: 20)  
DIALOG(R) File 20:(c) 2005 Dialog. All rts. reserv.

24842958

iTV: Watch This Space

February 23, 2001

WORD COUNT: 1894

... deliver content in 11 different ways, including the four established iTV platforms as well as **online**, ADSL, Orange mobile phones and hand-held PDAs. For ITN marketing director David Robinson, this...

... means some content providers prefer to pursue a strategy of linear TV supported by interactive **online** content, rather than going to the expense of creating something primarily for an iTV platform. At Channel 4, for example, one of the biggest digital successes is a **web**-based text and stills service called 4Car, which is cross-promoted with C4 motoring show ...

...well. In this arena, you overlook basic ideas at your peril. The success of TV/ **online** projects such as C4as Big Brother and ITVas Popstars underlines the point. Having said all...

... iTV. SkyDigital, which reaches five million homes, has enhanced content (Sky Sports Extra), an interactive **games** channel (PlayJam) and two retail networks (Open and QVC). Open, which can be reached by...

... A competition on the microsite acted as a data-capture mechanism. The two main cable **players** are NTL, which is now in 530,000 digital homes, and TeleWestas Active Digital, which...



... content partners, such as ITN, BA and Argos. NTL Interactive commercial director Andy Crossley says **games** and e-mail are proving to be popular ways of pulling people into the interactive...

... NTL, but the company's Flextech division is rolling out interactive entertainment guide SceneOne across TV, **online** and mobile platforms. SceneOne general manager Mark Bradford says the aim is to create versions ...

... users opt to rent an extra box called ONnet to provide direct access to the **internet**. Nevertheless, ONdigital does offer an interactive proposition of reasonable sophistication. The main driving force behind... experiment involving iTV. So what do we make of all this activity? Chris Seth of **online** agency Traffic says the plus points include the ability to search for more information on...

... also stresses iTV's ability to capture data, providing the measurement and profiling abilities of the **internet**. There are barriers to this marketing nirvana, though. Seth reiterates concerns about lack of standardisation...

... news is likely to open up strategic commercial relationships with clients as long as they **don't** undermine the core service. **Games** platforms are likely to be a pivotal part of this process, says Two Way TV ...

... be the year when enhanced TV applications make their mark. Two Way TV runs interactive **games** channels on NTL and TeleWest, which allow four **players** to compete against each other and then see how they fared against others on the...

... it is working with a producer on a travel programme that doubles as a travel **quiz**. Others seeking to stake a claim in this arena include NDS, which helped develop an...

... area. **aoeWe** have done a deal with Domino's Pizza which allows you to play a **game**, order a Hawaiian Pizza, then go back to the **games**, as he says. The beauty of this is that enhanced TV draws bigger audiences and... iTV ads in commercial breaks; ownership of retail data; and the likely impact of new **players** such as Energis, Yahoo!, AOL and BT. NTL's Crossley stresses that whatever the outcome, it...

23/6,K/6 (Item 1 from file: 610)

DIALOG(R) File 610:(c) 2005 Business Wire. All rts. reserv.

00814032 20021120324B9106 (USE FORMAT 7 FOR FULLTEXT)

**Tennessean Zookeepers Competes in National Event for Ultimate Zookeeper Title!-"Zoo Tycoon" PC Game Sponsors Challenge to Award Top Zookeeper with \$20,000 Donation toward Animal Care in Home Zoo**

Wednesday, November 20, 2002 06:15 EST

WORD COUNT: 363

**... Zookeeper Title!-"Zoo Tycoon" PC Game Sponsors Challenge to Award Top Zookeeper with \$20,000 Donation toward Animal Care in Home Zoo**

TEXT:

...in head-to-head competition to discover  
America's Ultimate Zookeeper!

Selected by popular vote **online**, the zookeeper finalists put their skills to the test as they participate in a competition, including a zany zoo obstacle course, a "zoo-logic" trivia **quiz**; a presentation on their approach to animal care and conservation; and building the ultimate virtual zoo with Microsoft's "Zoo Tycoon" PC **game**, which is sponsoring the challenge.

A native Texan, and resident of event host Fort Worth Zoo, Harris' Hawk announced the winner by swooping in with an oversized \$20,000 **donation** check from Microsoft to be used toward animal care at the victor's home zoo...

...have his or her likeness available for download into "Zoo Tycoon," a popular Microsoft PC **game** that puts **players** in charge of building and managing the ultimate zoo.

B-ROLL INCLUDES:

-- Local Zookeepers Colclough...

...interacting with school children and animals

- Finalists building virtual zoos with the "Zoo Tycoon" PC **game**
- Harris' Hawk landing on Ultimate Zookeeper winner with oversized **donation** check
- Interview with zookeeper
- Interview with Microsoft spokesperson congratulating winner
- Screenshots of the "Zoo Tycoon" PC **game**
- Information on the "Zoo Tycoon" Ultimate Zookeeper challenge

AP PHOTO of winning zookeeper will be...

23/6,K/7 (Item 2 from file: 610)

DIALOG(R) File 610:(c) 2005 Business Wire. All rts. reserv.

00813687 20021119323B8758 (USE FORMAT 7 FOR FULLTEXT)

**ADVISORY/Boston Zookeeper Competes in National Event for Ultimate Zookeeper Title!-'Zoo Tycoon' PC Game Sponsors Challenge to Award Top Zookeeper with \$20,000 Donation toward Animal Care in Home Zoo**

Tuesday, November 19, 2002 13:05 EST

WORD COUNT: 355

**... Zookeeper Title!-'Zoo Tycoon' PC Game Sponsors Challenge to Award Top Zookeeper with \$20,000 Donation toward Animal Care in Home Zoo**

TEXT:

...in head-to-head

competition to discover America's Ultimate Zookeeper!

Selected by popular vote **online**, the zookeeper finalists put their skills to the test as they participate in a competition, including a zany zoo obstacle course, a "zoo-logic" trivia **quiz**; a presentation on their approach to animal care and conservation; and building the ultimate virtual zoo with Microsoft's "Zoo Tycoon" PC **game**, which is sponsoring the challenge.

A native Texan, and resident of event host Fort Worth Zoo, Harris' Hawk announced the winner by swooping in with an oversized \$20,000 **donation** check from Microsoft to be used toward animal care at the victor's home zoo...

...have his or her likeness available for  
download into "Zoo Tycoon," a popular Microsoft PC **game** that  
puts **players** in charge of building and managing the ultimate  
zoo.

B-ROLL INCLUDES:

-- Local Zookeeper Gilmour...

...interacting with school children and animals

-- Finalists building virtual zoos with the "Zoo Tycoon" PC  
**game**

-- Harris' Hawk landing on Ultimate Zookeeper winner with  
oversized **donation** check

-- Interview with zookeeper

-- Interview with Microsoft spokesperson congratulating  
winner

-- Screenshots of the "Zoo Tycoon" PC **game**

-- Information on the "Zoo Tycoon" Ultimate Zookeeper  
challenge

AP PHOTO of winning zookeeper will be...

23/6,K/8 (Item 3 from file: 610)

DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

00813228 20021119323B8298 (USE FORMAT 7 FOR FULLTEXT)

**ADVISORY/Fort Worth Zoo Site of National ``Zoo Tycoon'' Ultimate Zookeeper  
Challenge-Dallas and Fort Worth Zookeepers Among Finalists Competing for  
\$20,000 Donation Toward Animal Care in Home Zoo**

Tuesday, November 19, 2002 08:07 EST

WORD COUNT: 345

**... Tycoon'' Ultimate Zookeeper Challenge-Dallas and Fort Worth Zookeepers  
Among Finalists Competing for \$20,000 Donation Toward Animal Care in Home  
Zoo**

TEXT:

...in head-to-head

competition to discover America's Ultimate  
Zookeeper!

Selected by popular vote **online**, the zookeeper  
finalists put their skills to the test as they  
participate in a competition, including a zany zoo  
obstacle course, a "zoo-logic" trivia **quiz**; a  
presentation on their approach to animal care and  
conservation; and building the ultimate virtual zoo  
with Microsoft's "Zoo Tycoon" PC **game**, which is  
sponsoring the challenge.

A native Texan, and resident of event host Fort  
Worth Zoo, Harris' Hawk announced the winner by  
swooping in with an oversized \$20,000 **donation** check  
from Microsoft to be used toward animal care at the  
victor's home zoo...

...have his or her likeness available  
for download into "Zoo Tycoon," a popular Microsoft  
PC **game** that puts **players** in charge of building and  
managing the ultimate zoo.

WHEN: Thursday, Nov. 21

9:30...

...and manure

identification

-- Zookeepers interacting with school children

-- Harris' Hawk landing on winner with oversized **donation** check

B-roll of preliminary competition activities on Nov. 20 will be available at the...

...event judges of the American Association of Zoo

Keepers, Inc.

-- Finalists playing "Zoo Tycoon" PC **game** and taking "zoo-logic" trivia **quiz**

-- "Zoo Tycoon" PC **game** screen captures

CONTACT:

Edelman

Beth Gillespie, 206/949-5929 (cell)

or

Fort Worth Zoo

Lyndsay...

**23/6,K/9 (Item 1 from file: 613)**

DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

00858858 20021121SFTH074 (USE FORMAT 7 FOR FULLTEXT)

**Showdown in Texas as National Finalists Compete**

Thursday, November 21, 2002 16:46 EST

WORD COUNT: 988

TEXT:

...a series of zoo-themed competitions, including animal

"poo" identification. "Zoo Tycoon," a popular PC **game** from Microsoft Corp.,

began the search for America's pre-eminent keeper in September, and...

...challenge, besting four remarkable animal-care specialists to earn Zoo New

England a \$20,000 **donation** from Microsoft for use in animal care and habitat enrichment.

(Photo: <http://www.newscom.com...>)

...Gilmour's likeness is now available as a downloadable character for the "Zoo Tycoon" PC **game** at <http://www.zootycoon.com/>. The family-friendly "Zoo

Tycoon" **game** puts **players** in charge of creating and managing the ultimate zoo,

and now **players** can download Gilmour's character to get a super-keeper with enhanced animal-care training...

...when he enters the exhibits.

"Zookeepers, both in reality and in the 'Zoo Tycoon' PC **game**, are the most important contributors to a successful zoo," said Chuck Frizelle, Microsoft product manager...

...their

approach to animal care and conservation, tested their knowledge in a "zoo-logic" trivia **quiz** , built their ultimate zoo with the "Zoo Tycoon" PC

**game** , and completed a zany zoo obstacle course that included manure identification. American Association of Zoo...

...a

live audience when a soaring hawk swooped in and delivered an oversized \$20,000 **donation** check for Zoo New England to Gilmour.

"It feels great to hold the title of "Zoo Tycoon" Ultimate Zookeeper, and the \$20,000 **donation** will go a long way to support Zoo New England. I know the animals will...

...for zookeepers to receive this type of recognition, and as for me, being a PC **game** download is a unique way to be honored."

All competitors were nominated by zoo colleagues...

...www.zootycoon.com/ to cast a vote for their favorite keeper among the 12 semifinalists. **Online** votes determined the following five finalists in the "Zoo Tycoon" Ultimate Zookeeper challenge: Jason Barr...  
?

t s4/9,k/1-7

**4/9,K/1 (Item 1 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2005 The Gale Group. All rts. reserv.

13473671 SUPPLIER NUMBER: 75102432 (THIS IS THE FULL TEXT)  
**Zalia shades its cosmetics for the Latina complexion. (Brief Article)**  
GENN, ADINA  
LI Business News, 48, 18, 40A  
May 4, 2001  
DOCUMENT TYPE: Brief Article ISSN: 0894-4806 LANGUAGE: English  
RECORD TYPE: Fulltext  
WORD COUNT: 289 LINE COUNT: 00026

## TEXT:

Former model and beauty pageant contender Monica Ramirez has launched Woodmere-based Zalia International, a cosmetic company offering makeup that complements a broad spectrum of Latina complexions and has multicultural appeal.

"People with olive and yellow complexions don't have too many choices when it comes to cosmetics," Ramirez says. "But more products are becoming available since the larger cosmetic companies are noticing the size of Hispanic market."

Zalia cosmetics are sold at salons or online, where salons can advertise to attract more clients. There are 26 shades of eye shadows and 25 lipsticks, available year round.

The company already has an official spokeswoman, Cuban-American singer Paradise. Zalia products are the official cosmetic company for Miss Latina Pageant in San Antonio.

The company has also worked with contestants in Miss Black World, Miss New Jersey Teen and Miss Puerto Rico beauty pageants.

Ramirez, who does her own public relations, has been written about in the New York Post and magazines. She'll be featured on the fashion and beauty program, Control, which will air on the cable television channel Univision.

She also writes a beauty column for the Manhattan-based weekly Impacto Latin News.

Ramirez says she donates 3 percent of all proceeds to charity. Recently she donated baskets for an event sponsored by the Hispanic Community of Great Neck. "I built the foundation of this **company** on giving back to each community where we do **business**," she says.

Ramirez has her sights on the international market and hopes to find a partner who can provide the funding and guidance to bring her there.

She currently has one partner, Richard Mazzaglia of Visage Salon in Woodmere.

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COMPANY NAMES: Zalia International--Services  
INDUSTRY CODES/NAMES: BUSN Any type of business; REG Business,  
Regional  
DESCRIPTORS: Cosmetics--Services; Cosmetics industry--Services  
GEOGRAPHIC CODES/NAMES: 1USA United States  
PRODUCT/INDUSTRY NAMES: 2844500 (Toiletries & Cosmetics NEC)  
EVENT CODES/NAMES: 360 Services information  
SIC CODES: 2844 Toilet preparations  
NAICS CODES: 32562 Toilet Preparation Manufacturing  
FILE SEGMENT: TI File 148

... event sponsored by the Hispanic Community of Great Neck. "I built the foundation of this **company** on giving back to each community where we do **business**," she says.

Ramirez has her sights on the international market and hopes to find a...

4/9,K/2 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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39435131

**Local community is \$250,000 richer thanks to Anniversary Celebrations by  
Ottawa's Biggest Builder!**

CANADA NEWSWIRE

December 06, 2004

JOURNAL CODE: WCNW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 448

OTTAWA, Dec. 6 /CNW Telbec/ - Next May, Ottawa's largest developer Minto will turn 50, sparking a yearlong celebration. The **company** plans to roll out the traditional anniversary festivities like special events for staff and other stakeholders but they also have special plans to thank the community that has contributed so much to the **company**'s success. Starting in January and each week for 50 weeks during 2005, Minto will donate \$5,000 to a local Ottawa charity. Minto's main website, [www.minto.com](http://www.minto.com), already displays an animated icon inviting local charities to submit their application online to become one of the lucky 50. This program, called 50 Weeks / 50 Charities, requires that each recipient organization be a registered charity in good standing, that they are willing to be profiled in Minto's ad campaigns and that the funds will be used to benefit local residents. The plan is to feature a chosen charity every week in local newspapers and on Minto's website. Executive Vice President Robert Greenberg, who conceived this program, sees it as the perfect way to commemorate Minto's milestone while raising awareness about many of the agencies that work so hard to contribute to Ottawa's quality of life. According to Mr. Greenberg, "It would have been easy for us to focus our celebrations internally or with our customers. But we wanted to do more, by showing other businesses that you have to give to get and by educating the public on programs and agencies that are making a huge difference in our city." With 50 years under its corporate belt, this is just the continuation of a long-standing tradition at Minto of giving back to the community. As a registered member of Imagine, a national consortium of companies created by the Canadian Centre for Philanthropy, Minto donates a minimum of 1% of gross profits to charity, sponsors a variety of community fundraisers, like the Dream of a Lifetime Contest for CHEO, and has a flourishing employee volunteer program. In 2000, Minto was named the Outstanding Philanthropic Regional Corporation Award by the Ottawa Chapter of the National Society of Fund-Raising Executives and just this year was nominated for a CIBC Spirit of Leadership Award for corporate social responsibility. Other plans underway to mark Minto's 50th anniversary in **business** include a corporate history book that will be distributed to shareholders, employees and **business** associates. The book will tell the compelling story of a family **business** that has grown to include new home production, residential rentals, commercial leasing, a suite hotel and more, in three major areas, Ottawa, Toronto and South Florida.

VIEW ADDITIONAL COMPANY-SPECIFIC INFORMATION: <http://www.newswire.ca/en/releases/orgDisplay.cgi?okey=97016> /For further information: Robert Greenberg, Minto Developments Inc., (613) 782-2329; Charities: Visit

www.minto.com/

Copyright 2004 Canada Newswire. Source : Financial Times Information Limited.

DESCRIPTORS: Awards; Company News; General News; Human Resources & Employment; Joint Ventures; Marketing; Production; Results; Sponsorship; Strategy; Year End Results

COUNTRY NAMES/CODES: Canada (CA) ; United States of America (US)

REGIONS: Americas; North America

PROVINCE/STATE: Florida; Ontario

SIC CODES/DESCRIPTIONS: 6730 (Trusts); 7311 (Advertising Agencies); 8399 (Social Services NEC); 7310 (Advertising); 7300 (Business Services); 8100 (Legal Services)

NAICS CODES/DESCRIPTIONS: 5418 (Advertising & Related Services); 54181 (Advertising Agencies); 81321 (Grantmaking & Giving Services); 81 (Other Services exc Public Admin); 541 (Professional Scientific & Technical Services); 813 (Religious Grantmaking Professional & Like Organizations)

...Next May, Ottawa's largest developer Minto will turn 50, sparking a yearlong celebration. The **company** plans to roll out the traditional anniversary festivities like special events for staff and other...

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... Award for corporate social responsibility. Other plans underway to mark Minto's 50th anniversary in **business** include a corporate history book that will be distributed to shareholders, employees and **business** associates. The book will tell the compelling story of a family **business** that has grown to include new home production, residential rentals, commercial leasing, a suite hotel...

**4/9,K/3 (Item 2 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

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21939000

**Award Winners Announced at e-Content Industry's Annual Gala Dinner**

CANADA NEWswire

March 26, 2002

JOURNAL CODE: WCNW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1141

TORONTO, March 26 /CNW/ - The Canadian e-Content Award Winners were announced at the e-Content industry's prestigious Gala Dinner on the evening of March 25th. Launched in 1996, the Canadian Online Product Awards, as they were then known, were developed to recognize and honour e-content products and services used by Canadian organizations and individuals. A panel of industry experts and users of e-content products for Canadians decided this year's winners, after months of deliberation. "We had an excellent array of products to evaluate, and the competition was fierce this year," said Juanita Richardson, Chairperson of the Judging Committee. "The winning products are those that display especially high levels of innovation, vision, functionality, ease of use, market fit and content." Again this year the Awards were open to publishers who develop or market products to Canadians. Eligible products included those that were



new, redesigned or significantly enhanced, and were released between December 1, 2000 and November 30, 2001. AND THE "BEST IN CATEGORY" WINNERS ARE... Best News Product: Infomart Ltd. - a CANWEST Company -- Infomart.ca. This service is a logically consistent and integrated product with many useful features. Infomart continues to add content and value regularly and has the best collection of Canadian news. Best Desktop Information Management Tool: Quicklaw Inc. -- QuickFIND / JuriCITE. The Quickfind product is both simple and powerful - an admirable combination that should help save time. The designers have clearly considered the users' workflow in their approach, which helps ensure a high degree of usability. Best Business Information Product: Factiva, a Dow Jones & Reuters Company -- Factiva.com. For it's depth and range of content, it's innovative features, content enhancement, fast and powerful processing, ease of use and customization options, Factiva.com is clearly now the leader to be followed for business information. Best Education Product: Cold North Wind Inc. -- Archive Publisher. This product represents a real breakthrough. As this technology allows access to archives and stored knowledge, researchers, students and librarians will be able to provide new views and depths of understanding. Best Legal Product: LexisNexis Butterworths -- LexisNexis at lexis.com The new lexis.com browser interface incorporates all the advanced functionality that has been available on Lexis and further functionality and display enhancements have been added. Any Canadian legal professional could make efficient and product use of this service. Best Collaboration Tool: Ramius Corporation - CommunityZero Transcending the hype about creating virtual communities, this product actually shows organizations how to do this in a turnkey fashion. CommunityZero's flexibility and applicability to many different kinds of clients make it particularly impressive. Best Content Management Product: Percussion Software Inc. - Rhythmyx Content Manager Rhythmyx Content Manager provides a tool for business to manage web content that puts control over the content where it belongs -- which is of prime importance for medium and large organizations with a web presence. Best Enterprise Portal: Epicentric Inc. -- Epicentric Foundation Server. This product meets the expectations of both current consumer and business users. Solid functionality with customization tools and links to other sites, Epicentric provides a good integration of their client's, Scotia Online, products. Most Innovative Application: TV Ontario -- Eureka! Ask a Teacher. This product provides support for Ontario students, offering a wide range of resources to support educational goals - and success. Eureka is a well-designed service and includes valuable content. Best Canadian Content Product: Micromedia ProQuest -- The Toronto Star - Pages of the Past. A wonderful one-of-a-kind product which should be of great benefit to historians and news "junkies". Pages of the Past is the first such complete product for newspapers and points to what will become the preferred method of archival searching. AWARDS OF MERIT WINNERS ARE... Award of Merit - Essential Service: Statistics Canada -- Business Data Not too many years ago, small or medium-sized Canadian businesses were reliant upon a range of print resources in public libraries for access to business data. The StatsCan Business Data site provides quick access to authoritative, current and comprehensive business information. Award of Merit - Functionality: Bridges.com -- Career Advantage This is a great set of information and learning tools for those interested in career exploration. It has broad market appeal, great usability and the content is current, accurate and easy to find. Award of Merit - Vision: Toronto District School Board -- TDSB Class The TDSB Class product presents a vision of using technology to provide a collaborative online school. This is an ambitious and potentially great site that provides learning to students who cannot attend regular classes but who have access to the Internet. Award of Merit - Market Fit: St. Lawrence Cement; iSTARK Corporation -- Cement-Online It was great to see an old-economy-type company have the vision to develop a tool like this to work with customers.

Cement-Online should prove to be a tremendous utility for customers for various purposes. A good information tool. Award of Merit - Productivity Technology Tool: Whitehill Technologies -- Whitehill Enterprise This product recognizes the value to companies of their varied legacy systems and allows them to continue to run these often incompatible platforms, converting the data to XML for online publication. Award of Merit - Content: divine, inc. -- divine Knowledge Store (kStore) Users will find a wide breadth and depth of sources supported by this application. With quality sources and a global scope, divine's kStore is a solid information aggregation tool. Award of Merit - Market Fit: The Canadian Press -- Command News/Nouvelles sur commande CP's vision with Command News is to be lauded and their dedication to making current news immediately accessible and easy to distribute provides us with a valuable service. Award Presentations were made at the annual Canadian e-Content Awards Gala, held at the Eaton Centre Marriott Hotel in Toronto. Attendees included members of the Internet content community. The entertaining evening was hosted by Rob Schock. After dinner, guests were entertained by a **charity** auction to benefit the Starlight Children's Foundation. Items were **donated** by **sponsors**, exhibitors and delegates, with all proceeds going to the Foundation in memory of Sally Rapoport. Auctioneers were Barry Lubek and David Shinwell, publisher of Information Highways Magazine. The Awards evening is part of the Information Highways 2002 Conference and Showcase, which features new industry reports, four program streams, an interactive value forum, high-profile keynotes, showcase exhibitions, and a pre-conference seminar for the e-content industry about academic research. About Information Highways INFORMATION HIGHWAYS assists Canadian e-Content professionals in developing and delivering effective Web-based knowledge and e-**business** resources that improve service, increase productivity and help individuals and organizations gain competitive advantage. Products include Information Highways Magazine, published bi-monthly, Hot Bytes e-newsletter, published bi-weekly and the Information Highways annual Conference. Please visit: <http://www.informationhighways.net>

VIEW ADDITIONAL COMPANY-SPECIFIC INFORMATION: <http://www.newswire.ca/cgi-bin/inquiry.cgi?OKEY=51538> /For further information: For further news information or details on how to participate please contact: Barry Gander, Media Relations, [bgander\(at\)sympatico.ca](mailto:bgander(at)sympatico.ca), (613) 220-1368/

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COMPANY NAMES: divine Inc; Butterworth & Co Publishers Ltd; Dow Jones & Co Inc; Dow Jones Reuters Business Interactive LLC; Reuters Group PLC  
DESCRIPTORS: Strategy; Company News; Trade Fairs & Exhibitions; Marketing; Meetings; Statistics; General News; Education & Training ; Production; New Products & Services

COUNTRY NAMES/CODES: Canada (CA)

REGIONS: Americas; North America; Pacific Rim

PROVINCE/STATE: Ontario

SIC CODES/DESCRIPTIONS: 2721 (Periodicals); 6732 (Educational Religious Etc Trusts); 8399 (Social Services NEC); 6730 (Trusts); 7011 (Hotels & Motels); 8231 (Libraries); 9611 (Administration of General Economic Programs); 7375 (Information Retrieval Services); 5961 (Catalog & Mail Order Houses); 7372 (Prepackaged Software); 2711 (Newspapers)

NAICS CODES/DESCRIPTIONS: 51112 (Periodical Publishers); 813211 (Grantmaking Foundations); 813311 (Human Rights Organizations); 813219 (Other Grantmaking & Giving Services); 81321 (Grantmaking & Giving Services); 72111 (Hotels exc Casino Hotels & Motels); 51412 (Libraries & Archives); 92611 (Admin of General Economic Programs); 514191 (On-Line Information Services); 45411 (Electronic Shopping & Mail-Order Houses);

51121 (Software Publishers); 511 (Publishing Industries)

... The entertaining evening was hosted by Rob Schock. After dinner, guests were entertained by a **charity** auction to benefit the Starlight Children's Foundation. Items were **donated** by **sponsors**, exhibitors and delegates, with all proceeds going to ... assists Canadian e-Content professionals in developing and delivering effective Web-based knowledge and e-**business** resources that improve service, increase productivity and help individuals and organizations gain competitive advantage. Products...

4/9,K/4 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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16982469 (THIS IS THE FULLTEXT)

**Columbus, Ga., Restaurateur Honored**

Tony Adams

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (COLUMBUS LEDGER-ENQUIRER - GEORGIA)

May 30, 2001

JOURNAL CODE: KCLE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 370

Having dished out hundreds of thousands of pounds of chicken wings to hungry Columbus area residents, Barry Merrell certainly is no flash in the pan.

In fact, his success in the ultra-risky restaurant business and involvement in the community have made him a "giant" in the small business arena.

Merrell, owner of the B. Merrell's restaurants in Columbus and another in Tallahassee, Fla., received the Small Business Giant of the Year award Thursday from the Greater Columbus Chamber of Commerce.

"I'm definitely surprised and definitely humbled by it all," Merrell said. "My feeling is that small businesses are really the backbone of our country, of the economy. I hate to say this, because I don't want to upset any of my Total System and Synovus friends and all, but I think a lot of times we in small business are forgotten."

Merrell, 50, worked 18 years in the restaurant business before opening his first B. Merrell's on Manchester Expressway in April 1991. That was followed by the Tallahassee restaurant in June 1992.

His Veterans Parkway location was up and running last October.

He also owns the Dunkin' Donuts store on Manchester Expressway and does plenty of corporate catering. Each restaurant employs about 50 people, while the doughnut shop has 25 on the payroll.

Moving from surviving to thriving in the business world was one of the criteria for the "Giant" honor, said Ron Hinze, vice president of small and minority business development at the chamber. The other is the company's involvement in the community. B. Merrell's helps out with Walk America each year, **sponsors** Little League baseball associations, and **donates** thousands of dollars worth of gift certificates to **charity**.

"What we like about Barry Merrell is he's making a profit, but he's very humble about how he's doing that," Hinze said. "Barry works hard, and when he tells you he's going to do something, he does it."

B. Merrell's was selected as the Small Business Giant of the Year out of a group of monthly winners. The other businesses in the running were The Columbus Times, Econoclean, The Jewelry Salon, Kendrick Pecan Co., Landers Lingerie and Gifts, McLaurin & Narde family dentistry, McNeer Accounting, Safeguard Business Systems, and V'Roooom Technology.

Copyright 2001 Knight-Ridder/Tribune Business News. Source: World Reporter (Trade Mark) - Knight-Ridder Tribune Business News.

DESCRIPTORS: Small Business; Company News  
COUNTRY NAMES/CODES: United States of America (US)  
REGIONS: Americas; North America; Pacific Rim  
SIC CODES/DESCRIPTIONS: 5812 (Eating Places)  
NAICS CODES/DESCRIPTIONS: 72211 (Full-Service Restaurants)

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... s involvement in the community. B. Merrell's helps out with Walk America each year, **sponsors** Little League baseball associations, and **donates** thousands of dollars worth of gift certificates to **charity**.

"What we like about Barry Merrell is he's making a profit, but he's...

4/9,K/5 (Item 4 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
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11336156

**Jobs: Company vitae: Northern Foods: Which this week posted pre-tax profits of pounds 74.8m, valuing the company at pounds 680m**

NICK PANDYA

GUARDIAN

June 03, 2000

JOURNAL CODE: FGDN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 635

Makers of black puddings, Lancashire hot-pots, and other Northern delicacies? Only a soft Southerner would think so! It happens to be a major UK food manufacturer, active in fresh chilled foods, cakes and biscuits. When was the first dish served up? Back in 1949, as Northern Dairies, it went public in 1950 and changed its name to Northern Foods in 1973. Is there much money in convenience foods? This week it posted sales of pounds 1.34bn and pre-tax profits of pounds 74.8m with shares trading at 115p, valuing the company at around pounds 680m - that's a lot of bread. Is there a famous corporate chef? He is Chris Haskins, the company's chairman who is also head of the government's better regulation taskforce in Downing Street. A Labour-voting businessman long before it became fashionable, Lord Haskins also had a hand in drawing up welfare-to-work proposals as part of the government's New Deal. Give us a taste of its well-known brands. It is the UK's leading manufacturer of meat and savoury products, under Pork Farms, Bowyers and Hollands brands. And it produces frozen pizzas, grillsteaks and burgers under the Goodfella's and Dalepak brands. After its acquisition of Paynes, it moved into the confectionery market, controlling brands such as Poppets and Just Brazils, plus it picked up Paynes' Lift instant lemon tea brand as part of the deal. It has bought 40% of Solway Foods, the specialist food company that makes sandwiches, sushi and salads, and is a supplier to Tesco, the supermarket group. What about equal opportunities? Recruitment, pay and conditions are based solely on ability, without regard to gender, race, age, disablement, marital status or religion. It regularly holds equal opportunity training courses for senior managers. So it's serious about career development? Its commitment to training reflects the importance it places on people. New recruits spend their first two years in a continuous programme of learning and development. A key part of this is its graduate training programme, which

is structured to provide a broad understanding of the business. The programme comprises five basic courses: an introduction to Northern Foods, manufacturing management, commercial awareness, outdoor-based self-development and a career management workshop. The courses also provide a forum for graduates from different functions and businesses to meet, mix and exchange ideas. Along with Northern Foods' graduate training programme, it offers the opportunity to study for professional qualifications or a masters degree in manufacturing management, and chartered status in engineering. Where does it stand on conscience issues? That depends on where you stand. If you think animals are for cooing over instead of eating, you won't approve of the fact that - like most big food companies - the group's meat operations involve the intensive farming of animals for slaughter. It is, however, a generous **sponsor** of good causes and **donates** around pounds 750,000 to UK **charities** each year. What are the prospects for cooking up a tasty career? Very good. First round interviews will be held in early July - to be considered for these, your application must reach the firm by 30th June 2000. The second stage of this year's recruitment round is a two-day session at an Assessment Centre, which will be held in late July. To help applicants succeed in finding the right position in the right division, Northern Foods runs skills workshops at various universities, called Winning Applications. Any idea of workers' wages? Average salaries among its 21,617 employees work out at around pounds 15,657. How much do the bosses make? Basic boardroom salaries average around pounds 144,571, with the highest paid director pulling in pounds 367,069. Who fields job applications? To receive an application form by post, ring the brochure line on 01482-598530. Alternatively, write to the Graduate Recruitment Department, Northern Foods plc, Beverley House, St Stephen's Square, Hull HU1 3XG.

Copyright 2000 The Guardian. Source: World Reporter (Trade Mark) - FT McCarthy.

COMPANY NAMES: Tesco PLC; Northern Foods PLC

DESCRIPTORS: Year End Results; Results; Company News; Education & Training; General News; Pay Awards & Benefits; Human Resources & Employment; Equal Opportunities & Discrimination; Mergers & Acquisitions; Regulation of Business; Government News; Sales; Marketing; Name Changes; Strategy

COUNTRY NAMES/CODES: United Kingdom (GB)

REGIONS: Europe; European Union; Western Europe

SIC CODES/DESCRIPTIONS: 6730 (Trusts); 5411 (Grocery Stores); 2095 (Roasted Coffee); 2013 (Sausages & Other Prepared Meats); 9441 (Administration of Social & Manpower Programs); 9111 (Executive Offices); 2052 (Cookies & Crackers); 2000 (Food & Kindred Products)

NAICS CODES/DESCRIPTIONS: 81321 (Grantmaking & Giving Services); 44511 (Grocery exc Convenience Stores); 31192 (Coffee & Tea Mfg); 311612 (Meat Processed From Carcasses); 92313 (Admin of Other Human Resource Programs); 92111 (Executive Offices); 311821 (Cookie & Cracker Mfg); 311 (Food Mfg)

... meat operations involve the intensive farming of animals for slaughter. It is, however, a generous **sponsor** of good causes and **donates** around pounds 750,000 to UK **charities** each year. What are the prospects for cooking up a tasty career? Very good. First...

4/9,K/6 (Item 5 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

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11331429

**Company vitae: Northern Foods Which this week posted pre-tax profits of pounds 74.8m, valuing the company at pounds 680m**

GUARDIAN

June 03, 2000

JOURNAL CODE: FGDN LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 635

Makers of black puddings, Lancashire hot-pots, and other Northern delicacies? Only a soft Southerner would think so! It happens to be a major UK food manufacturer, active in fresh chilled foods, cakes and biscuits. When was the first dish served up? Back in 1949, as Northern Dairies, it went public in 1950 and changed its name to Northern Foods in 1973. Is there much money in convenience foods? This week it posted sales of pounds 1.34bn and pre-tax profits of pounds 74.8m with shares trading at 115p, valuing the company at around pounds 680m that's a lot of bread. Is there a famous corporate chef? He is Chris Haskins, the company's chairman who is also head of the government's better regulation taskforce in Downing Street. A Labour-voting businessman long before it became fashionable, Lord Haskins also had a hand in drawing up welfare-to-work proposals as part of the government's New Deal. Give us a taste of its well-known brands. It is the UK's leading manufacturer of meat and savoury products, under Pork Farms, Bowyers and Hollands brands. And it produces frozen pizzas, grillsteaks and burgers under the Goodfella's and Dalepak brands. After its acquisition of Paynes, it moved into the confectionery market, controlling brands such as Poppets and Just Brazils, plus it picked up Paynes' Lift instant lemon tea brand as part of the deal. It has bought 40% of Solway Foods, the specialist food company that makes sandwiches, sushi and salads, and is a supplier to Tesco, the supermarket group. What about equal opportunities? Recruitment, pay and conditions are based solely on ability, without regard to gender, race, age, disablement, marital status or religion. It regularly holds equal opportunity training courses for senior managers. So it's serious about career development? Its commitment to training reflects the importance it places on people. New recruits spend their first two years in a continuous programme of learning and development. A key part of this is its graduate training programme, which is structured to provide a broad understanding of the business. The programme comprises five basic courses: an introduction to Northern Foods, manufacturing management, commercial awareness, outdoor-based self-development and a career management workshop. The courses also provide a forum for graduates from different functions and businesses to meet, mix and exchange ideas. Along with Northern Foods' graduate training programme, it offers the opportunity to study for professional qualifications or a masters degree in manufacturing management, and chartered status in engineering. Where does it stand on conscience issues? That depends on where you stand. If you think animals are for cooing over instead of eating, you won't approve of the fact that like most big food companies the group's meat operations involve the intensive farming of animals for slaughter. It is, however, a generous **sponsor** of good causes and **donates** around pounds 750,000 to UK **charities** each year. What are the prospects for cooking up a tasty career? Very good. First round interviews will be held in early July to be considered for these, your application must reach the firm by 30th June 2000. The second stage of this year's recruitment round is a two-day session at an Assessment Centre, which will be held in late July. To help applicants succeed in finding the right position in the right division, Northern Foods runs skills workshops at various universities, called Winning Applications. Any idea of workers' wages? Average salaries among its 21,617 employees work out at around pounds 15,657. How much do the bosses make? Basic boardroom salaries average

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Compiled by Nick Pandya

Copyright 2000 The Guardian. Source: World Reporter (Trade Mark) - FT McCarthy.

COMPANY NAMES: Tesco PLC; Northern Foods PLC; Labour Party UK  
DESCRIPTORS: Year End Results; Results; Company News; Education & Training; General News; Pay Awards & Benefits; Human Resources & Employment; Equal Opportunities & Discrimination; Mergers & Acquisitions; Regulation of Business; Government News; Sales; Marketing; Name Changes; Strategy  
COUNTRY NAMES/CODES: United Kingdom (GB)  
REGIONS: Europe; European Union; Western Europe  
SIC CODES/DESCRIPTIONS: 6730 (Trusts); 5411 (Grocery Stores); 2095 (Roasted Coffee); 2013 (Sausages & Other Prepared Meats); 9441 (Administration of Social & Manpower Programs); 9111 (Executive Offices); 2052 (Cookies & Crackers); 2000 (Food & Kindred Products)  
NAICS CODES/DESCRIPTIONS: 81321 (Grantmaking & Giving Services); 44511 (Grocery exc Convenience Stores); 31192 (Coffee & Tea Mfg); 311612 (Meat Processed From Carcasses); 92313 (Admin of Other Human Resource Programs); 92111 (Executive Offices); 311821 (Cookie & Cracker Mfg); 311 (Food Mfg)

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4/9,K/7 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
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04021368 Supplier Number: 53255643 (THIS IS THE FULLTEXT)

**-NETSCAPE: Netscape launches "Get What You Want" holiday sweepstakes on Netscape Netcenter.**

M2 Presswire, pNA

Nov 23, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 676

TEXT:

M2 PRESSWIRE-23 November 1998-NETSCAPE: Netscape launches "Get What You Want" holiday sweepstakes on Netscape Netcenter (C)1994-98 M2 COMMUNICATIONS LTD RDATE:201198 \* With \$25,000 cash grand prize, weekly prize opportunities, and a free online holiday guide -- Sweepstakes Aggregates Great Holiday Content and Promotes a Personalized Web Experience Netscape Communications Corporation (NASDAQ:NSCP) today kicked off "The Netscape Get What You Want Holiday Sweepstakes," an online promotion on the Netscape Netcenter portal site designed to give Netcenter members opportunities to win a \$25,000 Grand Prize and exciting weekly prizes including travel, electronics, and online merchandise. The sweepstakes also offers a free online Holiday Guide featuring cooking tips, great deals, and holiday trivia and prizes. The promotion, which begins today and runs through January 7, 1999, is available on Netscape Netcenter at

<http://home.netscape.com/holiday/promo.html>. In addition to the \$25,000 cash grand prize, participants get chances to win approximately \$20,000 in weekly prizes from Netscape Netcenter's online partners Amazon.com, C/NET, Children's Television Workshop Online, FTD Flowers, NDK's Music Boulevard, NewsEdge Corporation, Qwest, Rolling Stone Network, and Travelocity. Participants also benefit from special holiday offers and discounts highlighted in the free Holiday Guide. Netcenter's free Holiday Guide includes valuable information and numerous resources to minimize holiday hassle and maximize the web's potential for making holiday tasks easier. During the seven week promotion, participants can consult the guide for advice on cooking and holiday stress relievers from Women.com, great deals and cool holiday sites, volunteer opportunities, and techniques for using the web more efficiently. The Holiday Guide (<http://home.netscape.com/holiday/index.html>) is easily accessed via My Netscape, Netcenter's customizable Internet start page. Netscape's Holiday Sweepstakes will also feature donations to the national charity Toys for Tots in conjunction with new sign-ups for free, personal WebMail accounts. An estimated \$50,000 or more will be **donated** by **charity sponsor** Countdown Clocks International, Inc. "The Netscape 'Get What You Want Holiday Sweepstakes' promotion provides Netcenter members with a useful holiday tool to make the most of their time spent online during the busy holiday season," said Mike Homer, executive vice president and general manager of Netscape's Netcenter division. "It's about enabling people to choose what they want from the Internet and bring it together in a single place. Participants have an opportunity to win a large cash grand prize, a choice of weekly prizes and will receive a personalized start page for free." Netscape Netcenter is Netscape's leading portal site that provides users with a home base on the Internet. From Netcenter, users can navigate the Internet, access a broad range of consumer and **business** content and services, and communicate with others online. The site includes seventeen content channels, and a set of leading-edge services including the new Netscape-branded Search, Netscape Contact, Netscape SmartUpdate, Software Download, Member Directory, My Netscape personalization service, and WebMail. Netscape Communications Corporation is a leading provider of software and services for businesses that want to transform the way they create and keep customers in the emerging Net Economy. The **company** offers a full line of enterprise software solutions, professional services, and a leading Internet portal to help companies build, buy, or outsource Internet applications that drive revenue growth, build customer loyalty, and create new levels of **business** efficiency. Traded on NASDAQ under the symbol NSCP, Netscape Communications Corporation is based in Mountain View, California. Additional information on Netscape Communications Corporation is available on the Internet at <http://home.netscape.com>, by sending email to [info@netscape.com](mailto:info@netscape.com), or by calling 650/937-2555 for corporations or 650/937-3777 for individuals. Netscape and the Netscape N Logo are registered trademarks of Netscape Communications Corporation in the United States and other countries. Other Netscape logos, product names, and service names, including Netcenter, Smart Browsing, Netscape Contact, Mozilla, and Netscape Open Directory are also trademarks of Netscape Communications Corporation. Other product and brand names are trademarks of their respective owners. \*M2 COMMUNICATIONS DISCLAIMS ALL LIABILITY FOR INFORMATION PROVIDED WITHIN M2 PRESSWIRE. DATA SUPPLIED BY NAMED PARTY/PARTIES.\*

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**Training gets doomed**

Filipczak, Bob

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ABSTRACT: Computer-based training programs that incorporate gaming and simulation are a hot trend in the business world. In contrast to their boring, standard tutorial counterparts, these new CBT programs provide a more engaging, motivational environment for learning. Because the computer has become a basic office tool, interest in technology itself is not enough to motivate workers to learn on a computer. Networked games allow employees to interact with other organic opponents through simulations that allow for a wide range of behaviors and responses. With these games, feedback is given in no uncertain terms; the player can see the results of his or her actions. In simulations the user can see the progression and learning that has already taken place, and these CBT games can provide more challenges for the learner. Mixing conventional training with some games or simulations is a good place for a company to start since networked simulation environments are expensive.

TEXT: Headnote:

We were sitting in a restaurant after an early breakfast. Marc Prensky was just closing his laptop after showing me what he'd been up to lately. The busboy leaned over and asked if we were building a new computer game. He was more than a little intrigued. Had we let him, I suspect he would have plunked himself down for half an hour-and learned more than he ever expected about derivatives.

(Illustration Omitted)

Captioned as: Yeah, we know: learning first, fun second. Still, computer-based training designers could learn a lot from the people who build computer games.

Prensky is a principal in Corporate Gameware, a subsidiary of Bankers Trust in New York. On his laptop was a demo of a computer-based training program intended to teach bankers about BT's corporate policies. Included in the program is a game adapted from Doom, one of the most popular computer games ever. Yes, you read that correctly: Doom for the banking industry. "It's about taking the driest thing we can think of and making it fun," says Prensky.

Ask anyone familiar with Doom-the shoot-'em-up computer game where you blast an assortment of grisly monsters with a variety of even grislier weapons-if he can imagine it being adapted to train bankers, and you'll get

an incredulous laugh. Even Lt. Scott Barnett, who helped develop another Doom spinoff to train Marine Corps fire teams, found that premise a bit of a stretch. Nevertheless, five minutes with Prensky's program and I could imagine it: Doom can be modified and used to help teach principles of banking and investment. And if that's true, one wonders if there's any limit to what can be done in merging the addictive elements of computer games with effective instruction.

If you're wondering why anyone would want to adapt computer games for training, wake up and smell the burning toast. The virtues of self-paced, computer-based training have been trumpeted for years, but the majority of actual CBT products have always been disappointing-as flat and boring as a really bad lecture or an even worse workbook. In these "page-turners" you merely progress from screen to screen, reading text, answering questions, and occasionally biting your own flesh in order to stay awake.

If CBT is on the coma end of the engagement spectrum, computer games occupy the other end. In fact, video and computer games became Americans' second favorite leisure activity-right behind television viewing-according to an Interactive Digital Software Association study. Computer games are so notoriously engaging, so riveting, so addictive that sleep is lost and marriages are threatened.

The same gripping quality applies to many computer simulations-which may or may not be "games." Couldn't CBT designers learn a few things from the people who build computer games and simulations?

Prensky says yes. He started using gaming techniques in training years ago. His first instructional game, for Scandinavian Airlines, was called Where in the World Is Carmen Sandiego's Luggage? In the past two and a half years, Prensky and his team have built 10 instructional games for Bankers Trust and other clients. Some are straightforward question-and-answer games, some involve multiple players on a network competing against each other, and some are action games like the Doom spinoff for bankers. Noting all the hours wasted by employees playing card games on their computers, Prensky says, "All we have to do is make a game about business that's more engaging than solitaire."

Adapting Doom to train Marines is a more natural fit, of course, but maybe not for the obvious reasons. Barnett, who recently left the Marine Corps to start a computer gaming company called MicroTactics in Woodbridge, VA, developed Marine Doom while in the armed forces. The skills he was attempting to teach may surprise you: teamwork, communication and decision-making.

If any of those subjects are listed in your company's course catalog, it may be time to take a look at what's going on in the gaming world.

#### Push vs. Pull

Anyone who ever slogged through a badly designed CBT course will appreciate the contrast when Barnett says of Marine Doom, "It's funny because at the end of the day I had to kick my Marines out of there and send them home."

Maybe designers of bad CBT have been blinded by their own hype. They don't seem to recognize that the fact that instruction is "self-paced" does not guarantee learners will be motivated to master the material. In fact, the reverse may be nearer the mark. Christopher Horseman, president of Xebec Interactive Learning, a training simulation developer in Cambridge, MA, points out that you usually need more motivation to complete a self-study

course than to sit through a classroom program. Unless users are highly motivated, Horseman suggests, the only way to get them through a selfpaced course is to make it fun.

If you're counting on intrinsic interest in computers themselves to supply the necessary motivation, forget it, says Kim Komando, CEO of Komando Corp., an Internet training developer in Phoenix. She concedes that a few years ago many people using CBT were indeed highly motivated "early adopters" of computer technology. And since the purpose of most CBT was to teach computer skills, these eager beavers would put up with horrible CBT because they wanted the information so badly.

Well, goodbye to all that, says Komando. These days the computer is a basic, even humdrum office tool. Almost everyone needs to acquire new computer skills from time to time, but many have little or no interest in the technology itself. "Now you have to make it entertaining, because they really don't want to learn," she says.

Introducing gaming elements into CBT may be the only way to make it superior to classroom training, suggests Bernard W. Jordan Jr., CEO of Virtual Experience Corp., a Washington, DC, company that sells a simulation designed to teach principles of project management. "The reason is very simple: it's pull vs. push," says Jordan. "Push" and "pull" technology are a big buzz in Internet circles these days (where pull means to surf and push equates to broadcast), but Jordan is using the terms in a different way. He means that a game pulls you into the instruction and engages you, whereas most traditional instruction tries to push information into your head. In a game or simulation, he says: "You have to learn to solve the problems. You have to be productive. You have to go and get involved in order to be able to learn the material. You don't sit there and get it fed to you."

That thought is echoed by John McClellan, CEO of Decision Architects and principal with The Monitor Co., a consulting firm in Cambridge, MA, that takes executives through simulated business war games. Business consulting, says McClellan, is often a case where "brash young consultants go off and collect a lot of information, do a lot of clever analysis, show up with a stack of acetates, and communicate how smart the consultants are." That approach raises hackles and fails to get audience members involved with the information, he notes.

By contrast, McClellan says, when managers play a competitive simulation against other human opponents, they gather the same information, do much of the same analysis, and come to the same conclusions on their own. The business simulation is a more engaging learning environment because it involves exploration and discovery.

That's the highbrow pitch for using games and simulations in training. Note that it leaves out one major element likely to pull a learner into a game: fun. Says Joshua Ritter, lead programmer for MinneFex, a computer game developer in Minneapolis: "I think the important thing about learning is to have fun. Unless you have some kind of a goal when you're learning something, it's very difficult. A game gives you that goal."

Barnett concurs. His Marines "know they're learning," he says, "but they're also having fun. I think that's critically important to get them to want to learn."

#### Networked Games

As we mentioned, Barnett didn't develop Marine Doom to turn his comrades into frenzied killing machines or help them with their marksmanship. He was

trying to help fire teams develop their teamwork, communications skills, and concepts of command and control.

Doom (the original, that is) was revolutionary because it was one of the first games to allow you to play on a network: Up to four players could go into the 3-D environment and help each other blast the bad guys. In what's called a deathmatch, Doom players also can forego the monsters and try to eliminate each other.

This ability to have multiple human players interact with one another in a simulated environment blew open the doors of computer gaming and is currently the hottest trend. Today, for instance, an online role-playing game called Ultima allows hundreds of players to participate at once.

Marine Doom is not played by a single individual. Since Marine fire teams consist of four members, the game puts four humans in front of four separate computers in the same room. Their goal is to coordinate their movements to eliminate an enemy bunker. In the lab, says Barnett, "we crank the sound up just to add to the confusion and the chaos." Each Marine can shout to his comrades, the fire-team leader shouts commands, and they advance on the enemy using what they know about strategy and tactics.

Doom's sequel, Quake, can network up to 16 players, which would accommodate an entire Marine squad. A corresponding expansion of Marine Doom is in the experimental stage. "I think in the future we're going to see multiplayer gaming on a grand scale," says Barnett. "We'll see squads go against squads in an online environment."

That will be the near future if Warren Katz has anything to say about it. Katz is coo and co-founder of MAK Technologies, a Cambridge, MA, software developer that is building network software based on the military's D IS (distributed interactive simulation) standard. The Department of Defense recently announced that from now on all simulations built for the military-fighter simulators, tank simulators, submarine simulators-will adhere to a protocol that allows them to be connected using Katz's software.

That means any F-i6 simulator could be networked with 100 other simulators, and coordinated attacks could be acted out in a virtual environment. You could rehearse a whole war, says Katz, if you connected enough of these simulators together. Katz is also working with Barnett's new company to create BattleSite Zero, a Marine squad simulator being developed for the military and consumer markets simultaneously.

Why are networked games so hot? To put it bluntly (and with apologies to IBM'S chess prodigy, Deep Blue), computers are too dumb. For many applications, the current state of artificial intelligence is still too primitive to come up with a computer opponent that can provide enough of a challenge; human opponents are more sophisticated, tricky and unpredictable. That's why Barnett wants a networked game that will allow human Marines to fight against human Marines in a simulated environment.

As Ritter puts it, "You can do some pretty interesting things with artificial intelligence, but really there isn't much that matches up to another organic opponent." At least, not quite yet.

Adding multiple human intelligences to a simulation offers other benefits. Despite arguments to the contrary, CBT has never been terribly good at developing interpersonal skills-leadership, teamwork and so on. To create a simulated human that can anticipate a wide range of behaviors and responses

from the learner and itself emulate human characteristics is very difficult, very time-consuming and very expensive. Networked games may provide a shortcut: Just build the environment, set up some kind of situation, connect a group of humans via their computers, and let them have at it.

"Simulations are wonderful little 'laboratories' for exploring interpersonal relationships," says Robert S. Brodo, senior vice president of marketing for the Strategic Management Group, a training-simulation developer in Philadelphia. "Because players become so engaged in the simulation, their natural behaviors surface and impact the decisions that are made."

Some remarkably elaborate networked simulations are beginning to appear. Alok Chaturvedi, a professor of information systems at Purdue University in West Lafayette, IN, and his colleague Chandrajit L. Bajaj, have built networked synthetic economies to teach MBA candidates about the business world. For one recent exercise, they created a simulation of the telecommunications industry to predict how it may be affected by the convergence of digital information technologies.

Chaturvedi says that networking the simulation and including multiple teams of human competitors was the only way to make it work. If they tried to do with their computers what IBM did with Deep Blue, he says, it would have cost billions of dollars. (Chess is easy; business is tough.) So they networked teams of students over the Internetone team playing AT&T, one playing MCI, another Ameritech, and a fourth Bell Atlantic-and had them compete in the synthetic economy. Creating the virtual business model itself was no simple task because it factored in things like global competition, regulations, and changes in the markets.

Simulations as a training medium have a lot of advantages. One is that they compress time. In Chaturvedi's telecommunications simulation, one year of economic time could be played in 45 minutes. W. David Merrill, professor of instructional technology at Utah State University in Logan, developed an anthropological simulation that boiled down weeks of fieldwork into a few hours of time on the computer. He doesn't pretend his simulation provides more than a fraction of the experiences a student might have by doing a real ethnographic study, but it does teach budding anthropologists how to deal with some of the more important decisions they would face in the real world.

And speaking of the real world, the learning opportunities it provides aren't always all they're cracked up to be. True, Barnett originally became interested in the idea of adapting Doom for the Marines because he remembered that some of the most exciting times during his training as a grunt were during field exercises in which fire teams would coordinate an attack on a target. Unfortunately, field exercises were time-consuming, expensive, and... well, out in the field. That means there are times, says Barnett, when "it's cold, you're wet, the bugs are down your shorts, and you really don't want to be there. I think that often learning has stopped at that point."

Or, rather, some particular learning objectives have been forgotten. Being cold, wet and miserable under combat conditions teaches other lessons that no simulator can match, which is why Marine Doom will never be a substitute for real field training. Still, Barnett says, it does offer a way to sharpen some of the skills Marines will need when experiencing the real thing.

## Wimpy Feedback

One of the charges leveled at a lot of CBT programs is that the feedback given the learner is too dull, too politically correct, and a tad too worried about the possibility of hurting the feelings of the person taking the course. Often feedback consists of telling the user she answered a question incorrectly and inviting her sweetly to review the lesson again so she can get it right.

Games and simulations, on the other hand, give feedback in no uncertain terms. If you do the wrong thing, you lose your company, you lose your luggage, or you lose your life.

Prensky observes that computer games these days have a lot of "attitude," something he finds in short supply in most corporate training departments. Indeed, even if your CBT is the kind of question-and-answer, drill-and-practice course this article has been disparaging, a little "attitude" might make it far less boring. One of the most popular computer games now on the market is called You Don't Know Jack. It's a very irreverent trivia game no different in structure from many of the CBT courses that put people to sleep. The big difference is in the feedback. If you get a question wrong, the wisecrack game show host says something like, "Boy, big stab in the dark on that one."

In simulations, in particular, feedback consists simply of the reaction of the system or your opponents. In The Monitor Co.'s simulations, says McClellan, the first move a team of executives makes is usually the most instructive. He's surprised how often senior managers fail to pay attention to important details during the early round; they wake up only after their profitability drops and their stock prices take a pasting.

Sharon Stansfield, a senior member of the technical staff at Sandia National Laboratories in Albuquerque, NM, helps build virtual reality simulators for the government. These VR systems are the real McCoy, including headsets, goggles, gloves and trackers. The simulators built to date teach hostage rescue, nuclear weapons maintenance, and emergency battlefield medical techniques. In this immersive environment, feedback comes in the form of "dead patients and big booms," says Stansfield. "I mean, it's one thing to say, 'That was not the right thing to do; your patient has probably died.' It's another to see this patient has just turned completely blue and he's not breathing anymore."

The classic sales pitch for CBT promises that it's less threatening than learning in a classroom. When the CBT involves a game or simulation, that promise is turned on its head. Chaturvedi's synthetic economy shows MBA students that "one bad move-or a few bad moves-can kill your company." On the other hand, the penalties one suffers for making mistakes in a simulation are only makebelieve. With computer programs, you can get up, dust yourself off and try again.

"What we want to do," says Stansfield, "is bring home to the people the consequences of their actions by allowing them to make mistakes without dire consequences. Because the truth is, you learn by doing and you learn by making mistakes."

Adds Xebec Interactive Learning's Horseman: "There's no value to the learning unless they are willing to choose some of the wrong answers, answers they wouldn't normally choose." But he offers the caveat that if you want people to experiment with the simulation, you can't monitor their progress. If Big Brother is watching their performance, the safety of the computer environment flies out the window

## Challenge Me

One shortcoming of traditional CBT cited by nearly everyone is that it doesn't push learners hard enough. Any computer game automatically takes you to harder and harder challenges as your skills improve; your reactions get faster, you make decisions quicker-or you get up off the floor and try again. In short, the designer puts the user in a learning environment and then increases the complexity of the situations. In simulations, says Merrill, this is called progressive work models or successively complex microworlds.

Game designer Ritter just calls it progression, but he says it's the single most important element when you're building a game for the consumer market. The game player starts out in the environment fairly weak and unskilled, then steadily adds to his capabilities (by acquiring new weapons, for instance) and gets stronger. It's important, says Ritter, for the player to be able to see how far he has come since he started. Progression can be very effective in training programs, too. A good illustration is in a course Merrill designed for the Air Force after pilots shot down two of the Army's Blackhawk helicopters over Iraq in April 1994. At the time, the method used to teach aircraft identification, designed right after World War I, worked as follows: A group of trainees sat at a table. Each put \$5 into a pot. Someone held up a model of an aircraft, bought at the local hobby store, and everyone shouted their answers. Then another model airplane, and another. Trainees would be eliminated by wrong answers until one person was left. He would get the pot.

Merrill built his progressive exercise by first "rendering" the aircraft, a process of creating a 3-D digital model of an object in a computer environment. Trainees then can be presented with views of the aircraft at different levels of difficulty. At level 1, you see the plane on the runway, where you get an overview of its weapons and capabilities. At level 2, you see the aircraft at zoo yards, and you only get one angle of view. Level 3 puts you in the sky, in the cockpit of your own plane. A dot appears on the horizon. It's moving toward you. You have four seconds to identify it before it's in your face.

The exercise gets harder still. Merrill created different backgrounds so that the aircraft can appear in a sunny sky or a cloudy sky, against a jungle backdrop or in the desert. The goal at the end was to push the pilots to the point where it was impossible to identify the aircraft, to get them to admit that sometimes it couldn't be done. "We had a real hard time with that concept," says Merrill, because never-say-die pilots were unwilling to admit any such thing.

## Stating Small

Even in a networked environment where human intelligence provides much of the action, simulations are expensive, difficult to build, and beyond the reach of many trainers just getting their feet wet with CBT. But maybe mixing your conventional training with some games or simulations would be a good way to start.

At the beginning of this article I said that Marc Prensky's adaptation of Doom "helped" to teach banking principles. Let's look a little closer. In the Doom adaptation, you have a bunch of clients running around. Your job is to catch them-not an easy task even for an experienced Doom **player**. You must also contend with monsters (representing clients' problems) who will



stop you unless you disintegrate them with your cellular phone. Once you catch up to a client, he will turn to face you and agree to be your customer if you can answer a question about Bankers Trust policies. You're then switched out of the Doom environment to a multiple-choice question screen. If you answer correctly, you win the client. Then you can continue the **game** .

The game contains more than 300 company-policy questions. Prensky taps into the competitive nature of bankers by posting individual scores on the network and inviting players to beat the best score. But here's the kicker: The actual instructional program-the course that delivers the information you need in order to answer the questions-is a standard C B T program, a classic tutorial. The Doom game simply rides along with the course, serving two functions: It relieves boredom by letting students take a break from the self-paced instruction; and it serves as a motivator/refresher, giving students an immediate reason to study and recall the information, and a reward when they do.

Such mixes of gaming with traditional CBT have tremendous potential, suggests Dutch Guckenberger, senior scientist at Ecc International, a company that builds military simulators in Orlando, FL. Ideally, he says, "the CBT needs to be integrated with the simulation so you get to do both-not just the dry, textbook stuff, but you actually get to drop down into the simulation and practice what you just learned." The Air Force has developed a traveling simulator, essentially an RV crammed with computers, that uses such an integration of tutorials and simulation. The networked trainees learn by using traditional CBT, then switching to a flight-simulation program. The RV is staffed by two trainerpilots.

Guckenberger recalls an incident that captures both the promise and potential drawbacks of combining a highly engaging simulation with a necessarily dry instructional program: One earnest trainer, intent on demonstrating the system's capabilities to a general, attempted to switch from the simulation back to the tutorial part of the program. "Boy," roared the general, "can't you see I'm flying here? Go away."

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...TEXT: around. Your job is to catch themnot an easy task even for an experienced Doom **player** . You must also contend with monsters (representing clients' problems) who will stop you unless you...

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**BRINGING THE MESSAGE EN CASA. (Hispanic American supermarket shoppers,  
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Vavra, Bob

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HBC merchants face challenges, and big opportunities, with America's new ethnic diversity.

Ethnic foods take up a small corner of a single aisle in most supermarkets. Ethnic shoppers are filling supermarket aisles in increasing numbers; yet language, culture, and tradition keep many of them from taking full advantage of all the store has to offer.

The 2000 Census numbers show the American population rapidly diversifying. The nation's Hispanic population has grown 58 percent since 1990. The Asian population is up 52 percent. Those increases dwarf the overall population increase of 13.2 percent nationally, to just more than 281 million citizens. By comparison, the white population grew just 8.7 percent and the African-American population increased 16.2 percent from 1990 to 2000.

Numbers equate to power, and supermarket retailers are seeing the power these new markets can wield, especially in the area of HBC products. They are also learning how to reach these emerging audiences where they live, and in their own languages.

"When we looked at the census, we started to look at directly communicating to that audience. It's a matter of putting nuances in the ads, so that what they say hits home with the audience," says Steve Climons, creative director for Crossover Creative Group, hired by Safeway, Inc. to reach diverse customers in Safeway's urban markets. "To get to the audience, you really have to speak to them. It is language, cultural nuances--things we think are constant across the audience."

Of particular importance to the Hispanic audience, Climons says, is family. "There's the family element and how we communicate with the family in particular. If you can convey that to this audience, you have a chance to capture this audience."

But even the term "Hispanic" is too broad to address all the cultural and language diversity issues present. "The overall theme is understanding that there are significant differences in language skills and behavior. Lumping all Hispanics together doesn't make sense in marketing," says Ken Greenberg, vice president of marketing for ACNielsen Homescan Consumer Panel Services. "The issue is that there is not an understanding as to what the Hispanic market needs are. I think they've been under-advertised to. For marketers and retailers, it helps to have the information available to understand why it's under-marketed."

To address that, Nielsen has expanded its consumer panel to take in not only a greater diversity on the overall panel, but diversity within the Hispanic panel itself. "The most important thing was the realization that a significant portion of the customers prefers not to speak English,"

Greenberg says. "We have 55,000 households in our consumer marketing study, and we've always had Hispanic members of that panel. But the scanner we needed them to use for the study was only in English.

"We were missing a large part of the Hispanic population," he continues. "We had to go back and make sure the information was in Spanish so we could capture those households, and we had to make sure it was in Spanish and culturally relevant, that they understood who ACNielsen is and understand the awareness of the consumer panel."

The numbers that came out of the Los Angeles area, the nation's largest Hispanic market, indicate that for HBC products, language can be a barrier. For example, the numbers of Hispanics and non-Hispanics in the L.A. market who purchased deodorant were almost identical, at 73.3 percent. However, break down the Hispanic numbers to English-only speaking, bilingual, and Spanish-only speaking, and you find that 80.6 percent of English only Hispanic homes purchased deodorant, while the percentage drops to just 66.7 percent in Spanish-only households.

"If you look at English-only (Hispanic) households, they look similar to non-Hispanic households," Greenberg says. "If that's all you've represented in your market research, that's an opportunity that you're missing."

In almost every category in the Nielsen HBC study, the products purchased did not vary widely between Hispanics and non-Hispanics, but saw a difference of as much as 35 percentage points between English speaking Hispanics and Spanish-speaking Hispanics.

Supermarkets have an opportunity to capture not just sales but loyalty with a targeted program aimed at a strong sense of community and family. In short, they need to tailor their traditional marketing efforts to these emerging ethnic shoppers.

"What you're going to see is that the really smart marketers will make sure they are connected with their customer group," Climons says. "A lot of them take that market for granted. We're talking about a higher relationship, where there's real loyalty. You can have real brand loyalty once they understand the significance of the brand."

"America has always been diverse, but in the last (our or five years, there's been a huge integration. In the 1950s, you saw ethnic groups emerging, establishing a whole new mainstream. America has always been about that. Now you have Hispanics, African-Americans, Asians, and that mainstream is evolving now."

Climons says the program with Safeway, targeted at urban markets in Los Angeles, Chicago, San Francisco, Houston, Dallas, and Washington, will work to develop stronger ties to the urban markets through advertising and community relations.

"Safeway understands that besides understanding how these groups feel, besides community relations, they need to know how to merchandise to these groups. It is critical, especially for supermarkets, because you can become a commodity," Climons says. "You see a richer and much more colorful store. It's having creative displays for holidays. It's how you create a connection with going to the supermarket. Bringing the food and the family together is the key."

Greenberg says, "Some of the households have lower income levels, but we also see that they have larger families. They are spending more at the food store. Perhaps they have less disposable income, but you can't jump to the correlation that because they have a lower income, they don't spend as much at retail."

"We've seen that certain brands have done better at addressing Hispanic consumers," he continues. "Sometimes it can come down to brand heritage, the image that the product is 'for them.' If you think about consumers who are recent arrivals, we're not educating them with the advertising. You can't take it for granted that they know the product."

Procter & Gamble is using modern tools to address that **issue**. In March, the **company** launched an interactive Web site branding **game**, called Mission Refresh, to promote Head & Shoulders to the Hispanic market. In partnership with Fusion Networks, the game features a character called Captain Cool, who the **player** uses to get rid of dandruff using a bubble machine and bottles of Head & Shoulders Refresh. The site can be found at [www.missionrefresh.com](http://www.missionrefresh.com).

The game is bilingual, an important consideration in a multicultural landscape. "Some people in our panel have told us that when they see an ad in Spanish, even if they don't read Spanish, they know that it was an ad targeted at 'my people'," says Greenberg. "What's interesting to see is the assumption that those consumers are going to alternative markets. In L.A., the more developed supermarkets are capturing a majority of the business."

#### HBC Product Penetration by Market Segment

52 weeks ended Dec.23

Here's an illustration of how ethnic groups compare to the overall population when shopping the HBC aisles. Example: In Los Angeles, baby care products are bought by 37.6 percent of all households, 47.6 percent of all Hispanic households, and 45.5 percent of bilingual Hispanics.

#### Market Segments

Category	Total Los Angeles	Non- Hispanic	Total Hispanic
Baby care	37.6%	33.5%	47.6%
Cosmetics	56.9	56.4	58.2
Cough and cold remedies	71.7	72.4	69.9
Deodorant	73.3	73.2	73.7
Diet aids	21.5	23.4	17.0
Ethnic HBC	7.3	8.0	5.6
Feminine hygiene	20.1	21.6	16.6
First aid	77.9	79.6	73.7
Fragrances--women's	19.8	19.6	20.5
Grooming aids	59.1	60.8	55.0
Hair care	87.0	84.4	93.2
Medications/remedies/health aids	91.1	92.7	87.1
Men's toiletries	16.2	15.2	18.4
Oral hygiene	91.0	92.9	86.4
Sanitary protection	57.7	55.9	61.9
Shaving needs	59.1	59.9	57.3
Skin care preparations	71.6	72.6	69.3
Vitamins	69.9	72.8	62.7

Category	Spanish Only/ Preferred	Bilingual
Baby care	49.7%	45.5%
Cosmetics	51.3	59.0
Cough and cold remedies	61.8	76.0
Deodorant	66.7	79.5
Diet aids	13.4	18.2
Ethnic HBC	6.3	5.7
Feminine hygiene	13.8	19.9
First aid	68.0	77.7
Fragrances--women's	20.1	17.4
Grooming aids	43.6	59.7
Hair care	89.9	95.6
Medications/remedies/health aids	81.5	91.9
Men's toiletries	17.1	20.0
Oral hygiene	82.8	87.7
Sanitary protection	60.1	62.0
Shaving needs	44.0	64.7

Skin care preparations	63.2	72.4
Vitamins	58.8	65.6
Category	English Only/ Preferred	
Baby care	46.0%	
Cosmetics	76.3	
Cough and cold remedies	79.6	
Deodorant	80.6	
Diet aids	24.5	
Ethnic HBC	3.5	
Feminine hygiene	17.0	
First aid	81.4	
Fragrances--women's	28.6	
Grooming aids	77.8	
Hair care	97.2	
Medications/remedies/health aids	92.6	
Men's toiletries	18.8	
Oral hygiene	94.1	
Sanitary protection	67.0	
Shaving needs	78.9	
Skin care preparations	79.7	
Vitamins	67.6	

Indicates small sample size. Data should be read with discretion.

SOURCE: ACNIELSEN HOMESCAN

Baby Care--Dollar Share by Retail Channel

52 weeks ended Dec. 23

Share of sales to various ethnic groups captured by each retail channel. Example: In Los Angeles, supermarkets get 18.9 percent of Hispanic consumers' baby care dollars, while discount stores get 44.1 percent.

Category	Total Los Angeles	Non- Hispanic	Total Hispanic
Supermarkets	16.4%	14.4%	18.9%
Drug	4.7	6.2	2.9
Discount	48.2	51.4	44.1
Warehouse	1.7	1.1	2.4
Convenience	0.6	(less than)0.1	1.3
All other grocery	0.5	0.2	0.8
All other food	0.4	0.4	0.3
All other outlets	27.6	26.3	29.4
Category	Spanish Only/ Preferred	Bilingual	English Only/ Preferred
Supermarkets	21.1%	15.0%	16.3%
Drug	3.0	3.5	1.8
Discount	33.9	49.4	73.1
Warehouse	2.6	3.3	0.4
Convenience	1.8	0.8	(less than)0.1
All other grocery	1.0	0.8	(less than)0.1
All other food	0.4	(less than)0.1	(less than)0.1
All other outlets	36.1	7.2	8.4

Cough and Cold Remedies--

Dollar Share by Retail Channel

52 weeks ended Dec. 23

Category	Total Los Angeles	Non- Hispanic	Total Hispanic
----------	----------------------	------------------	-------------------

Supermarkets	33.9%	34.0%	33.6%
Drug	32.7	32.6	33.0
Discount	19.5	20.5	17.1
Warehouse	6.6	6.8	6.0
Convenience	0.4	0.1	1.2
All other grocery	0.4	0.2	0.9
All other food	0.1	(less than) 0.1	0.3
All other outlets	6.5	5.9	7.9
Spanish Only/		English Only/	
Category	Preferred	Bilingual	Preferred
Supermarkets	40.2%	29.1%	27.3%
Drug	30.4	34.3	36.5
Discount	11.9	18.6	25.4
Warehouse	3.7	9.1	5.7
Convenience	1.5	1.1	0.9
All other grocery	1.3	0.7	0.3
All other food	0.5	0.2	(less than) 0.1
All other outlets	10.4	7.1	4.0

SOURCE: ACNIELSEN HOMESCAN.

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PUBLISHER NAME: VNU eMedia, Inc.

COMPANY NAMES: \*Safeway Inc.; Procter and Gamble Co.

EVENT NAMES: \*240 (Marketing procedures); 510 (Population information);  
650 (Sales & consumption)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5411100 (Supermarkets); 2840000 (Soaps, Detergents &  
Toiletries)INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and  
Nutrition); RETL (Retailing)SIC CODES: 5411 (Grocery stores); 2840 (Soap, Cleaners, and Toilet Goods  
)NAICS CODES: 44511 (Supermarkets and Other Grocery (except Convenience)  
Stores); 3256 (Soap, Cleaning Compound, and Toilet Preparation  
Manufacturing)

TICKER SYMBOLS: SWY; PG

SPECIAL FEATURES: INDUSTRY; COMPANY

ADVERTISING CODES: 81 Demographics; 25 New Electronic Marketing

... granted that they know the product."

Procter & Gamble is using modern tools to address that **issue**. In March, the **company** launched an interactive Web site branding **game**, called Mission Refresh, to promote Head & Shoulders to the Hispanic market. In partnership with Fusion Networks, the game features a character called Captain Cool, who the **player** uses to get rid of dandruff using a bubble machine and bottles of Head & Shoulders...

?

t s39/9,k/1-8

**39/9,K/1 (Item 1 from file: 16)**

DIALOG(R) File 16:Gale Group PROMT(R)

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06824254 Supplier Number: 57763980 (THIS IS THE FULLTEXT)

**World of Science, Inc. Announces Third Quarter Results.**

PR Newswire, p1307

Nov 22, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 968

TEXT:

ROCHESTER, N.Y., Nov. 22 /PRNewswire/ -- World of Science, Inc. (Nasdaq: WOSI), announced today financial results for the third quarter ended October 30, 1999, as well as for the nine months ended October 30, 1999.

Sales for the quarter ended October 30, 1999 were relatively unchanged at \$10,571,000 as compared to \$10,594,000 for the same period last year. The net loss for the third quarter was \$2,326,000 or \$0.49 per share as compared to a net loss of \$1,384,000 or \$0.28 per share for the same period last year. Comparable store sales for the third quarter decreased 12.7% as compared to last year's third quarter 26% comparable store sales increase. Excluding plush sales, comparable store sales increased 5.2% in the third quarter of fiscal 1999.

Fred H. Klaucke, President and Chief Executive Officer, stated: "Our promotional program which began in mid-September and is designed to offer pricing incentives, produced significant increases in sales of our core products and introduced new customers to the World of Science experience. These programs will be an integral part of our marketing and merchandising strategy going forward and we believe will create a sense of excitement and value at every World of Science store.

"Our Internet sales continue to grow, and our upcoming promotion on the " **Jeopardy !**" **show** and agreement with Encyclopaedia Britannica's Britannica.com will provide considerable increased exposure of our **Web site** . As previously announced, we are continuing to add new features to the site and exploring various options of financing to accelerate the growth of the present Internet business, as well as enter the business to business e-commerce market."

World of Science is a leading specialty retailer of a variety of traditional and distinctive science and nature products which emphasize both educational and entertainment values. The Company operated 87 permanent stores and 75 seasonal stores as of October 30, 1999, compared to 70 permanent stores and 90 seasonal stores as of October 31, 1998.

The matters discussed in this release contain forward-looking statements which are subject to a number of risks and uncertainties generally associated with specialty retail, including changes in consumer spending, demand for the Company's products, and competition from other retailers. Reference is made to the Company's filings with the Securities and Exchange Commission for further discussion of risks and uncertainties regarding the Company's business. The historical results are not indicative of the future prospects of the Company.

WORLD OF SCIENCE, INC.

AND SUBSIDIARY

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(IN THOUSANDS EXCEPT PER SHARE DATA)

(UNAUDITED)

THREE MONTHS ENDED

NINE MONTHS ENDED

	October 30,	October 31,	October 30	October
31,	1999	1998	1999	1998
Net Sales	\$ 10,571	\$ 10,594	\$ 28,484	\$ 27,051
Cost of Sales and				
Occupancy Expenses	9,269	8,281	24,749	21,698
Gross Profit	1,302	2,313	3,735	5,353
Selling, General &				
Administrative Expenses	4,933	4,440	13,138	11,260
Operating Loss	(3,631)	(2,127)	(9,403)	(5,907)
) Interest Income				
(Expense), Net	(246)	(173)	(370)	(161)
) Loss Before Income				
Taxes	(3,877)	(2,300)	(9,773)	(6,06
8) Income Tax Benefit	(1,551)	(916)	(3,909)	(2,42
8) Net Loss	\$ (2,326)	\$ (1,384)	\$ (5,864)	\$ (3,64
0) Net Loss Per Share				
(Basic)	\$ (0.49)	\$ (0.28)	\$ (1.23)	\$ (0.7
3) Net Loss Per Share				
(Diluted)	\$ (0.49)	\$ (0.28)	\$ (1.23)	\$ (0.7
3) Weighted Average				
Shares (Basic)	4,739	4,868	4,754	5,009
Weighted Average				
Shares (Diluted)	4,739	4,868	4,754	5,009
See accompanying notes to condensed consolidated financial statements				
WORLD OF SCIENCE, INC.				
AND SUBSIDIARY				
CONDENSED CONSOLIDATED BALANCE SHEETS				
(DOLLARS IN THOUSANDS, EXCEPT SHARE DATA)				
(UNAUDITED)				
	October 30,		October 31,	
	1999		1998	
Current Assets:				
Cash and Cash Equivalents	\$ 95		\$ 88	
Accounts Receivable	548		272	
Inventories	20,837		20,083	



Prepaid Expenses and		
Other Current Assets	1,000	1,003
Taxes Receivable	3,980	2,482
Deferred Income Taxes	664	551
Total Current Assets	27,124	24,479
Property, Equipment and		
Leasehold Improvements, Net	10,755	8,760
Deferred Income Taxes	872	658
Total Assets	38,751	33,897
Current Liabilities		
Line of Credit	13,525	11,960
Current Installments		
of Long Term Debt	1,388	14
Current Installments of		
Obligations Under		
Capital Leases	121	112
Accounts Payable	4,965	3,179
Accrued Expenses	1,172	977
Total Current Liabilities	21,171	16,242
Long Term Debt, Excluding		
Current Installments	565	--
Obligations Under Capital		
Leases, Excluding Current		
Installments	105	108
Accrued Occupancy Expense	994	885
Total Liabilities	22,835	17,235
Stockholders' Equity		
Preferred Stock, \$.01 Par		
Value Authorized		
5,000,000 Shares; No Shares		
Issued and Outstanding		
Common Stock, \$.01 Par Value		
Authorized 10,000,000 Shares;		
Issued 5,079,955 Shares At		
10/30/99 and 10/31/98	51	51
Additional Paid in Capital	11,398	11,398
Retained Earnings	5,159	5,863
Treasury Stock, At Cost	(692)	(650)
Total Stockholders'		
Equity	15,916	16,662

Total Liabilities and

Stockholders' equity \$ 38,751 \$ 33,897

See accompanying notes to condensed consolidated financial statements

WORLD OF SCIENCE, INC.,

AND SUBSIDIARY

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

(UNAUDITED)

Note A: Due to the seasonal nature of the Company's business, Interim period results are not necessarily indicative of the results to be expected for the full fiscal year.

Note B: Common stock equivalent's (stock options and warrants) are not included in the calculation of the diluted loss per share in loss

periods as the results would be anti-dilutive.

Note C: The forward-looking statements contained in this release are estimates by the Company's management of future performance and are subject to a variety of risks and uncertainties that could cause actual results to differ materially from management's current expectations please refer to the Company's report on Form 10-K.

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PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*World of Science Inc.

EVENT NAMES: \*830 (Sales, profits & dividends)

PRODUCT NAMES: \*5999000 (Misc Retail Stores NEC)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

SIC CODES: 5999 (Miscellaneous retail stores, not elsewhere classified)

NAICS CODES: 453998 (All Other Miscellaneous Store Retailers (except Tobacco Stores))

TICKER SYMBOLS: WOSI

SPECIAL FEATURES: LOB; COMPANY

... of Science store.

"Our Internet sales continue to grow, and our upcoming promotion on the " **Jeopardy !** " show and agreement with Encyclopaedia Britannica's Britannica.com will provide considerable increased exposure of our **Web site** . As previously announced, we are continuing to add new features to the site and exploring...

**39/9,K/2 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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06085399 Supplier Number: 53605056 (THIS IS THE FULLTEXT)

**Programmers Page Over The Air-Head Strategy.**

CableFAX, v10, n10, pNA

Jan 15, 1999

ISSN: 1069-6644

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 826

TEXT:

Add another Big 4 broadcaster to the "selling-out" list. ABC said it will produce reality-based shows similar to Fox's [FOX] to boost ratings and cut programming expenses. Fortunately, ABC said its reality shows won't be "as shocking or visceral" as Fox's "World's Scariest/Most Dangerous..." animal attack and car-crash fare. "When you have a schedule that has very strong dramas that are expensive, you need to balance that out with reality programming that can still be of good quality but doesn't cost as much," ABC Ent Chmn Stuart Bloomberg told the TCA in Pasadena. Hence, let's introduce an oxymoron: the cheap/high-quality/reality-based TV show. Programming Deals Food Network partnered with People magazine to publish a 14-page section in connection with the net's Jan 25-31 "Super Food Fest Week" promotion, which will feature a slew of recipes perfect for gridiron viewing. Programmer Strategy Wondering what's up with the forthcoming Odyssey relaunch and how its new relationship with Hallmark Ent and The Jim Henson Co will influence its on-air lineup? If your Odyssey rep hasn't clued you in, tune in to the net tomorrow from 7-10pm ET for a preview of its new programming slate. Mandy Patinkin and Kermit The Frog will host the special, so it might be rather entertaining. - Military Channel adds

basketball to its arsenal when it airs the men's and women's Army-Navy games sequentially Jan 19, beginning at 5:15pm ET. Programming AHN will add 2 hours of daily health-news programming, a new series on human sexuality called "The Sex Files," and a "Jeopardy"-like medical game show later this year. - Playboy TV debuts documentary series "Behind Closed Doors" Sat, introducing viewers to "everyday" American swingers. Playboy Pres Jim English called the wild, new series "sexy and smart programming." Whoa. - Disney Channel will present a special episode of "Bear in the Big Blue House" Feb 28 at 8am ET/PT, entitled "When You've Got To Go!," focusing on the emotional and physical "why's" and "how-to's" of potty training. No, we're not kidding. Public Affairs Discovery Nets launched a marketing and local ad sales **Web site** at [iPAK.discovery.com](http://iPAK.discovery.com), linking affiliates to downloadable ad slicks, logos, and other marketing elements that can be incorporated in local campaigns. Check it out...you can enter to win a Palm Pilot just for logging-on. Pick Of The Week "Diary of a Terrorist: Mikdad," tonight, 8pm ET/PT, HBO The story begins soon after a homespun bomb originally destined to strike at the heart of Israel detonates inadvertently in the face of Lebanese Muslim terrorist Hussein Mikdad. Soon after his capture, Mikdad, who lost both eyes, and parts of his legs and right arm in the explosion, candidly explains to producer/director Dan Setton the cloak-and-dagger story behind his failed mission. Strangely, though, Setton casts a sympathetic light on Mikdad, a man who wouldn't think twice about murdering dozens, or even hundreds, of innocents.

#### Ratings

Basic Cable Rankings 1/4/99 - 1/10/99

Mon-Sun Prime

Net	Rtg	(000)	Shr.
1 TNT	3.2	2,441	4.8
2 USA	2.5	1,893	3.7
3 NICK	2.0	1,503	3.0
4t TBS	1.9	1,419	2.8
4t LIFE	1.9	1,406	2.9
6 A&E	1.8	1,337	2.7
7t DISC	1.4	1,041	2.0
7t TOON	1.4	803	2.2
9 ESPN	1.3	1,022	2.0
10t CNN	1.0	786	1.6
10t FAM	1.0	725	1.5
10t TNN	1.0	706	1.4
13 TLC	0.9	616	1.4
14t HIST	0.8	446	1.2
14t WGN	0.8	391	1.3
14t TVLND	0.8	274	1.2
17t CNBC	0.7	468	1.0
17t CMDY	0.7	376	1.0
17t FX	0.7	262	1.0
20t MTV	0.6	426	0.9
20t SCIFI	0.6	321	0.9
20t HGTV	0.6	309	0.9
20t FOXN	0.6	215	0.9
24t TWC	0.5	383	0.8
24t VH1	0.5	322	0.7
24t BET	0.5	300	0.8
24t E!	0.5	292	0.8
24t PREV	0.5	237	0.8
29t ESPN2	0.4	247	0.6
29t MSNBC	0.4	199	0.7
29t APL	0.4	186	0.6
29t CMT	0.4	152	0.5

29t FOOD	0.4	143	0.6
34t BRAVO	0.3	127	0.5
34t TRAV	0.3	65	0.4
36t HLN	0.2	165	0.4
36t COURT	0.2	56	0.2

## Mon - Sun Total Day

Net	Rtg	(000)	Shr.
1 NICK	1.6	1,170	4.3
2t TNT	1.2	935	3.4
2t LIFE	1.2	858	2.7
4t TBS	1.1	840	3.0
4t USA	1.1	822	3.0
6t A&E	1.0	774	2.6
6t TOON	1.0	551	2.7

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PUBLISHER NAME: Phillips Business Information, Inc.

COMPANY NAMES: \*American Broadcasting Companies Inc. ABC Broadcast Group

EVENT NAMES: \*366 (Services introduction)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4833000 (Television Broadcasting)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51312 (Television Broadcasting)

SPECIAL FEATURES: LOB; COMPANY

(USE FORMAT 7 FOR FULLTEXT)

## TEXT:

...health-news programming, a new series on human sexuality called "The Sex Files," and a " **Jeopardy** " - like medical game **show** later this year. - Playboy TV debuts documentary series "Behind Closed Doors" Sat, introducing viewers to...

...we're not kidding. Public Affairs Discovery Nets launched a marketing and local ad sales **Web site** at iPAK.discovery.com, linking affiliates to downloadable ad slicks, logos, and other marketing elements...

**39/9,K/3 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)

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06075277 Supplier Number: 53561465 (THIS IS THE FULLTEXT)

**Sony To Launch "Thematic" Jeopardy Games Online.**

mmWire, v6, n6, pNA

Jan 11, 1999

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 152

## TEXT:

In a bid to broaden its appeal to the male demographic, Sony Online Entertainment (SOE) will launch thematic versions of the popular online game **show Jeopardy** ! on its station@sony.com **Web site** over the next two months. An announcement is expected today. Single player Jeopardy! 2001 Online will debut Jan.18 and will target the "tech" enthusiast. Categories include "Bots" and "Gadgets and Gizmos." Sports Jeopardy! Online is scheduled to launch Feb. 8. The new games balance well against other station@sony.com game content (Jeopardy! and Wheel of Fortune) that skews slightly toward the female audience. Jeopardy! is one of the most popular

games online, with some 750k games played per week. Sony station@sony.com had about 200k unique users during October and the site has 2.3m registered members, according to Media Metrix. (Unique users are not counted again after the initial visit.) (SOE, Lisa Simpson 212/453-2120)

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PUBLISHER NAME: Phillips Business Information, Inc.

COMPANY NAMES: \*Sony Online Entertainment Inc.

EVENT NAMES: \*366 (Services introduction)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4811529 (Online Services NEC)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 514191 (On-Line Information Services)

SPECIAL FEATURES: COMPANY

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...male demographic, Sony Online Entertainment (SOE) will launch thematic versions of the popular online game **show Jeopardy!** on its station@sony.com **Web site** over the next two months. An announcement is expected today. Single player Jeopardy! 2001 Online...

**39/9,K/4 (Item 1 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2005 Dialog. All rts. reserv.

18242151 (THIS IS THE FULLTEXT)

**Business & Finance (Net Results): Online Oscars typify good and bad of Web**  
**- The Webbys truly encapsulate the wonders, excesses, hubris and foolishness of Web culture**

KARLIN LILLINGTON

IRISH TIMES, p57

August 08, 2001

JOURNAL CODE: FIRT LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 748

Every year for the past five years San Francisco has hosted the Webbys, the online world's version of the Oscars. Established by Ms Tiffany Schlain (yes, her real name, and could any nomenclature more perfectly epitomise the combined notions of Web, awards, and California?), the ceremonies are opulent and whimsical affairs with theme dress, expensive hors-d'oeuvres and far too many award categories (34 this year).

This year's batch of Webbys were handed out last week. The best thing about the ceremony is the acceptance speeches, because they are strictly limited to five words. Yes, words.

The tight limit means people give pithy 'speeches' that are usually witty, surreal, and funny.

The overall speech winner has to be this bittersweet nugget from Tim Cavanaugh, former editor of recently dead and gone satire site Suck.com: 'Bankruptcy never felt so good.' He's now involved with e-zine (remember those?) Plastic.com, which won the 'print and zine' category.

Other notables include, from VolunteerMatch.org: 'Bush volunteers. It's that easy.' From OpenSecrets.org: 'Spy on Washington, it's fun.' From surfer site Swell.com: 'Sam Donaldson, dude, gnarly toupee' (famed US broadcaster Donaldson was hosting the show for ABC.com).

And finally, from the endlessly wonderful Onion.com, which has won the 'humour' category every year it has existed: 'To advertise, call Phil

Meyer.' You can get a full list of nominees and winners at [www.webbyawards.com](http://www.webbyawards.com), as well as three years of speeches.

Perhaps the most unexpected element of the nominee lists is how many of the sites still exist. I did a trawl through all five years of shortlists, expecting to sarcastically note how many had joined the dotcom dead pool.

But that's not the case. Some sites have new URLs but the vast majority are alive and kicking. Amazingly, this was true even for arts sites and magazine sites. That says a lot about the dedication many Net innovators have for the medium, even - or maybe especially - among those who receive little or no financial award for their efforts.

I was also amused to see that the award's first year, 1997, included 'sex' among its 15 categories. You'd think that's one category that would have been kept; none has done more to build the popularity of the Web, and sex remains the glowing success story of e-commerce.

The history of the awards, especially the way the Webby site describes that history, truly encapsulates the wonders, excesses, hubris and foolishness of Web culture. Begun as a feature of the magazine The Web, launched in 1996, the magazine's publisher actually trademarked the word 'Webby' right away and, according to the site, brought it 'to Tiffany as a blank canvas'. Oh, please.

The publisher then closed down The Web in January 1998 (shades of crashes to come). But - hooray! - it decided to keep the Webbys going, and Tiffany lived on in a new context. The 1999 awards is notable for a new award category: 'commerce' - that bit everyone forgot to include.

The tale gets ever more digerati. Ms Schlain and pals launch The International Academy of Digital Arts & Sciences. Founding members include all the usual groovy suspects: David Bowie, Francis Ford Coppola, Bjork, Geraldine Laybourne, Bob Metcalfe, and Esther Dyson.

The site then unfortunately reminds us of how the Web can, despite its pretensions to culture, out-shallow even TV. 'The Webbys permeate pop culture when the quiz **show Jeopardy** ! and board game Trivial Pursuit both include The Webby Awards in questions,' it states breathlessly. Oh, kill me now. Then, a few sentences later, it proves its pretensions can be on the mark: 'In conjunction with The San Francisco Museum of Modern Art, The Webbys develop the dollars 50,000 SFMOMA Webby Prize for online art.'

Then, we're right back to the utterly ridiculous. The 2000 awards reap 'thousands of rave reviews and articles', says the dizzy PR ghost that haunts this site's prose, then shoves the whole affair right over the self-hype cliff: 'ABC selects Shlain to be their internet expert on Good Morning America,' squeals the site. It finally demolishes all credibility with this screamer: 'The Webbys achieve deeper resonance in pop culture as Vanity Fair names The Webbys the 'It' Award.'

And we wonder why the dotcoms crashed. That's the problem with so much on the Web - it's just too tempting to laugh, for all the wrong reasons. But do check out the nominee and winner sites. They provide an enjoyable journey through this still young medium, and show all its fresh promise.

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DESCRIPTORS: Awards; General News

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

PROVINCE/STATE: California

(USE FORMAT 7 OR 9 FOR FULLTEXT)

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both include The Webby Awards in questions,' it states breathlessly...

39/9,K/5 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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17888936

PR Newswire California Summary, Thursday, July 19, 2001 up to 2:00 p.m. PT  
PR NEWSWIRE  
July 19, 2001  
JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1239

LATH005 07/19/2001 13:00 r f bc-CA-L90-Conf-Call (NEW YORK) L90  
Invites You to Join Its Second Quarter Conference Call on the Web CHTH027  
07/19/2001 13:01 r f bc-NC-Prgrss-Enrgy-Best (RALEIGH) Progress Energy  
Ranks 2nd in the South in J.D. Power And Associates Customer Satisfaction  
Study DATH038 07/19/2001 13:12 r f bc-TX-Travelocity-Webby (FORT WORTH)  
Travelocity Wins Best Commerce Web Site Webby Award SFTH042A 07/19/2001  
13:16 r f bc-CA-iManage-selected /K I L L K I L L K I L L -- iManage, Inc./  
LATH083 07/19/2001 13:21 r f bc-CA-ESYG-Acquires-XCED (NEWPORT BEACH)  
eSynergies Acquires e-Services Firm, Worldwide Xceed Group NYTH107  
07/19/2001 13:35 r f bc-CA-Tokyo-Seimitsu-law (SAN JOSE) Tokyo Seimitsu/TSK  
America Believes KLA-Tencor Suit Is Without Merit SFTH086 07/19/2001 13:40  
r f bc-CA-Pearson-Education (LOS ANGELES) LAUSD Boosts Commitment to  
Landmark Reading Program LATH066A 07/19/2001 13:48 r f  
bc-CA-Concierge-Agreemnt /K I L L K I L L K I L L -- Concierge, Inc./ CA051  
07/19/2001 14:00 r f bc-Omni-Lite-contracts (CERRITOS) Omni-Lite Industries  
Canada Inc. - \$500,000 In Contracts From The Aerospace and Commercial  
Divisions LATH085 07/19/2001 14:00 r f bc-CA-Boeing-Contract (ANAHEIM)  
SAIC/Boeing Win NATO Theater Ballistic Missile Defense Feasibility Study  
Contract SFTH090 07/19/2001 14:00 r f bc-CA-Cepheid-Conf-Call (SUNNYVALE)  
Cepheid Schedules Second Quarter 2001 Financial Results and Conference Call  
LATH071 07/19/2001 14:01 r f bc-CA-Photon-Dynamics (SAN JOSE) Photon  
Dynamics Launches New Corporate Identity; New Identity Leverages Successful  
Acquisition and Integration Strategy LATH091 07/19/2001 14:01 r f  
bc-CA-netGuru-certif. netGuru Subsidiary's Engineering Software Receives  
Chinese Government Certification for Steel Design & Analysis in China  
LATH002 07/19/2001 14:07 r f bc-CA-RBOT-ConfCallonWeb (SANTA BARBARA)  
Computer Motion Earnings Call Scheduled for Thur., July 19th; Call Will  
Begin at 1:30 p.m. P.T. on July 19th CGTH055 07/19/2001 14:17 r f  
bc-IL-Arthur-J-Gallagher (ITASCA) Arthur J. Gallagher & Co. Announces Three  
Executive Promotions LATH071B 07/19/2001 14:20 r f bc-CA-Photon-Dynamics  
(SAN JOSE) Photon Dynamics Launches New Corporate Identity; New Identity  
Leverages Successful Acquisition and Integration Strategy NYTH114  
07/19/2001 14:20 r f bc-NJ-Prime-Hospitality (FAIRFIELD) Prime Hospitality  
Converts Four More Hotels to Wellesley Inns & Suites LATH089 07/19/2001  
14:27 r f bc-CA-CA-Milk-Processor (BERKELEY) GOT MILK? Explodes Myths About  
Hispanic Men in New Spanish-Language Ad SFTH099 07/19/2001 14:36 r f  
bc-CA-Palm-Additions (SANTA CLARA) Palm Announces Solutions Group Additions  
DETH036 07/19/2001 14:39 r f bc-MI-Gentex-sensor (ZEELAND) Gentex Develops  
New Active Light Sensor LATH096 07/19/2001 14:42 r e  
bc-CA-3-Of-Hearts-Album (LOS ANGELES) 3 Of Hearts to Release RCA Debut  
Album July 24th LATH099 07/19/2001 14:55 r f bc-CA-REALTORS-coupon (LOS  
ANGELES) New Consumer Discount Coupon Highlight of Revised, Updated  
Disclosure Compliance Kit for California REALTORS(R) LATH095 07/19/2001  
14:58 r s bc-CA-Recording-Academy Media Alert for July 23, 2001 - Andre  
Agassi, Pete Sampras, Greg Kinnear, David Spade, Matthew Perry, Fred

Willard and Pam Shriver Headline Annual SFTH098 07/19/2001 15:00 r f  
bc-WA-Nordstrom-expands (SEATTLE) Nordstrom Rack to Expand Presence in  
California With New Fresno Store NYTH120 07/19/2001 15:10 r e  
bc-NY-VH1-rock-Jeopardy (NEW YORK) VH1's Hit Game **Show 'Rock & Roll  
Jeopardy** !' Returns For Fourth Season, Premiering Saturday, July 28 at  
11:00 A.M. (ET/PT) LATH106 07/19/2001 15:33 r f bc-CA-REALTORS-legislat.  
(LOS ANGELES) California Association of REALTORS(R) Endorses Federal Credit  
Score Disclosure Legislation CLTH040 07/19/2001 15:51 r n  
bc-CA-American-Lawn (LOS ANGELES) Helpful Tips For Los Angeles Residents on  
Ozone Action Days CLTH039 07/19/2001 15:53 r n bc-PA-Amer-Lawn-Mower  
(PITTSBURGH) Helpful Tips for Pittsburgh Residents on Ozone Action Days  
SFTH075 07/19/2001 16:00 r f bc-Ca-Sangamo-earnings (RICHMOND) Sangamo  
BioSciences Reports Second-Quarter Financial Results SFTH085 07/19/2001  
16:01 r f bc-CA-Sunrise-Tele-earn (SAN JOSE) Sunrise Telecom Reports Second  
Quarter 2001 Financial Results SFTH093 07/19/2001 16:01 r f  
bc-CA-Celeritek-earnings (SANTA CLARA) Celeritek Reports First Quarter  
Results SFTH094A 07/19/2001 16:01 r f bc-CA-Com21-erns (MILPITAS) Com21  
Reports Financial Results for the Second Quarter of 2001 SFTH101 07/19/2001  
16:02 r f bc-CA-Aehr-Test-earnings (FREMONT) Aehr Test Systems Reports  
Fourth Quarter and Fiscal 2001 Results CGTH051 07/19/2001 16:03 r f  
bc-CA-TTM-2Q-Ern (REDMOND) TTM Technologies, Inc. Reports Second Quarter  
2001 Cash Earnings Of \$0.09 Per Share SFTH110 07/19/2001 16:03 r f  
bc-CA-Informatica-earnin (PALO ALTO) Informatica Reports \$47.1 Million in  
Second Quarter Revenues SFTH106 07/19/2001 16:04 r f bc-CA-Sage-earnings  
(MILPITAS) Sage Inc. Reports First Fiscal Quarter Results LATH107  
07/19/2001 16:05 r f bc-CA-ACNI-Loses-Bid-Stk (LOS ANGELES) American IDC  
Loses Bid for White Rock SFTH080 07/19/2001 16:05 r f  
bc-CA-E.piphany-earnings (SAN MATEO) E.piphany Announces Second Quarter  
Revenues of \$31.1 Million SFTH112 07/19/2001 16:05 r f  
bc-CA-iManage-earnings (SAN MATEO) iManage Reports Record Second Quarter  
Revenues of \$9.8 Million LATH103 07/19/2001 16:06 r f  
bc-CA-Smith-Micro-Erns (ALISO VIEJO) Wireless Order Delays Combined with  
Retail Channel Inventory Restructuring Result in Disappointing Quarter  
SFTH105 07/19/2001 16:06 r f bc-CA-Documentum-Earning (PLEASANTON)  
Documentum Reports Second Quarter Results SFTH092 07/19/2001 16:07 r f  
bc-CA-Sun-Microsystem-ern (PALO ALTO) Sun Microsystems Reports Annual and  
Quarterly Results Annual Revenue Grew 16% DATH007 07/19/2001 16:08 r f  
bc-TX-Beverly-Holdings (DALLAS) Beverly Holdings Acquires Stake in Sonic  
Garden Digital Music Community SFTH081 07/19/2001 16:10 r f  
bc-CA-Power-Intergratns (SAN JOSE) Power Integrations Announces Second  
Quarter 2001 Results SFTH107 07/19/2001 16:12 r f bc-CA-net.com-Earns  
(FREMONT) net.com Reports First Quarter Fiscal Year 2002 Earnings SFTH120  
07/19/2001 16:14 r f bc-CA-PMI-address-OFHEO (SAN FRANCISCO) PMI to Address  
OFHEO Regulations LATH086 07/19/2001 16:15 r f bc-CA-CAKE-Q2-Earnings  
(CALABASAS HILLS) The Cheesecake Factory Reports Record Financial Results  
For the Quarter Ended July 3, 2001 SFTH082 07/19/2001 16:15 r f  
bc-CA-Network-Assoc-erns (SANTA CLARA) Network Associates Reports Second  
Quarter Revenue of \$196 Million SFTH083 07/19/2001 16:16 r f  
bc-CA-Komag-Inc-earns (SAN JOSE) Komag Announces Second Quarter Results  
SFTH089 07/19/2001 16:16 r f bc-CA-Packeteer-earnings (CUPERTINO)  
Packeteer(R), Inc. Announces Second Quarter Financial Results SFTH091  
07/19/2001 16:16 r f bc-CA-Incyte-earnings (PALO ALTO) Incyte Reports  
Financial Results for Second Quarter of Fiscal 2001 With Revenues Up 22%,  
Its Fifth Consecutive Quarter of Double-Digit Sales SFTH078 07/19/2001  
16:17 r f bc-CA-Western-Multi-ern (SUNNYVALE) Western Multiplex Corporation  
Reports Q2 2001 Results SFTH020 07/19/2001 16:19 r f  
bc-CA-Macromedia-Earning (SAN FRANCISCO) Macromedia Reports First Quarter  
Fiscal 2002 Results SFTH095A 07/19/2001 16:20 r f bc-CA-Xilinx-Earnings  
(SAN JOSE) Xilinx First Quarter Revenues Down 29% Sequentially SFTH111A



07/19/2001 16:20 r f bc-CA-Documentum-elects (PLEASANTON) Documentum Names Dave De Walt, Chief Executive Officer LATH105 07/19/2001 16:25 r e bc-CA-American-Humane (LOS ANGELES) American Humane Announces Expanded Guidelines To Protect Animals in Film and Television SFTH097 07/19/2001 16:27 r f bc-CA-SonicWALL-earnings (SUNNYVALE) SonicWALL Revenues Increase 61% in Second Quarter SFTH117 07/19/2001 16:27 r f bc-CA-Tarantella-Maxsped (SANTA CRUZ) Maxspeed Joins Tarantella Technology Alliance Group SFTH109 07/19/2001 16:29 r f bc-CA-eBay-erns (SAN JOSE) eBay Inc. Announces Second Quarter 2001 Financial Results SFTH096 07/19/2001 16:30 r f bc-CA-Polycom-Earnings (MILPITAS) Polycom Reports Second Quarter Results SFTH108 07/19/2001 16:30 r f bc-CA-Molecular-Devices (SUNNYVALE) Molecular Devices Reports Revenues and Earnings for Second Quarter of 2001 LATH110A 07/19/2001 16:31 r f bc-CA-Gateway-Earnings (SAN DIEGO) Gateway Reports Second Quarter Results NYTH126 07/19/2001 16:31 r f bc-CA-DURECT-Corp-conf (CUPERTINO) DURECT Corporation Invites You to Join its Second Quarter 2001 Conference Call on the Web SFTH059 07/19/2001 16:31 r f bc-CA-Nuance-earnings (MENLO PARK) Nuance Reports Second Quarter FY2001 Results SFTH121 07/19/2001 16:31 r f bc-CA-Datum-webcast (IRVINE) Datum to Host Webcast on First Quarter Results LATH112 07/19/2001 16:40 r f bc-CA-Tickets.com-split (COSTA MESA) Tickets.com Stockholders Approve Reverse Stock Split HSTH001B 07/19/2001 16:43 r f bc-BookTech-West-Keynote /C O R R E C T I O N -- BookTech West/ SFTH087 07/19/2001 16:49 r f bc-CA-Insweb-earnings (SACRAMENTO) InsWeb Reports Second Quarter Financial Results SFTH121A 07/19/2001 16:53 r f bc-CA-Datum-webcast /C O R R E C T I O N -- Datum, Inc./

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COMPANY NAMES: Macromedia Inc; Network Associates Inc; Nordstrom Inc; Prime Hospitality Corp; Photon Dynamics Inc; NATO; Pearson Education Ltd; Tickets.com Inc; SonicWALL Inc; Xilinx Inc; Sun Microsystems Inc; Sage Group PLC; TTM Technologies Inc; Sunrise Telecom Inc; Sangamo Biosciences Inc; Worldwide Xceed Group Inc; InsWeb Corp; eBay Inc; Komag Inc; Epiphany Inc; Gentex Corp; KLA Tencor Corp; iManage Inc; Datum Inc; Durect Corp; Documentum Inc; Aehr Test Systems; Com21 Inc; Celeritek Inc; Computer Motion Inc; Boeing Co

DESCRIPTORS: Rights Issues; New Issues; Share Structure; Company News; Conservation; Environment; General News; Appointments; Regulation of Business; Shareholdings; Patents Licensing & Standards; Government News; Strategy; Interim Results; National Security; International Affairs; Law & Legal Issues; Mergers & Acquisitions; Facilities & Equipment

COUNTRY NAMES/CODES: China (CN) ; Canada (CA) ; Japan (JP) ; United States of America (US)

REGIONS: Asia; Far East; Americas; North America; Pacific Rim

PROVINCE/STATE: Pennsylvania; Washington; Zeeland; Texas; North Carolina; California

SIC CODES/DESCRIPTIONS: 5999 (Miscellaneous Retail Stores NEC); 6719 (Holding Companies NEC); 9511 (Air Water & Solid Waste Management); 7940 (Commercial Sports); 6531 (Real Estate Agents Managers); 2020 (Dairy Products); 2026 (Fluid Milk); 7011 (Hotels & Motels); 9111 (Executive Offices); 7372 (Prepackaged Software); 3761 (Guided Missiles & Space Vehicles); 9711 (National Security); 9721 (International Affairs); 3721 (Aircraft); 8611 (Business Associations); 5961 (Catalog & Mail Order Houses)

NAICS CODES/DESCRIPTIONS: 453998 (All Other Misc Store Retailers exc Tobacco); 551112 (Offices of Other Holding Companies); 92411 (Admin of

Air Water Resource & Solid Waste Management Programs); 711219 (Other Spectator Sports); 53121 (Offices of Real Estate Agents & Brokers); 3115 (Dairy Product Mfg); 311511 (Fluid Milk Mfg); 72111 (Hotels exc Casino Hotels & Motels); 92111 (Executive Offices); 51121 (Software Publishers); 336414 (Guided Missile & Space Vehicle Mfg); 92811 (National Security); 92812 (International Affairs); 336411 (Aircraft Mfg); 81391 (Business Associations); 45411 (Electronic Shopping & Mail-Order Houses)

...15:10 r e bc-NY-VH1-rock-Jeopardy (NEW YORK) VH1's Hit Game Show 'Rock & Roll Jeopardy !' Returns For Fourth Season, Premiering Saturday, July 28 at 11:00 A.M. (ET/PT...

39/9,K/6 (Item 3 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
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15427068

PR Newswire California Summary, Friday, March 2, 2001 up to 10:00 a.m. PT  
PR NEWSWIRE

March 02, 2001

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1186

NEF002 03/02/2001 01:00 r f bc-CA-BioMarin-Genzyme (NOVATO) BioMarin Announces Completion of Enrollment of Phase III Trial of Aldurazyme (TM) for MPS-I SFF022 03/02/2001 01:02 r f bc-CA-Extreme-WebStacks (SANTA CLARA) Extreme Networks Extends IP Services With Acquisition of WebStacks SFF012 03/02/2001 02:00 r f bc-CA-Chiron-SkyePharma (EMERYVILLE) SkyePharma and Chiron Announce Re-Launch of DepoCyt(R) SFF015 03/02/2001 03:01 r f bc-CA-Sybase-Partners Sybase Integration Partnerships Complete the Business Intelligence Value Chain SFF007 03/02/2001 05:30 r f bc-CA-London-Pacific (SACRAMENTO) London Pacific Advisors Names New Broker/Dealer President SFF019 03/02/2001 05:30 r f bc-CA-Epoch-Software-Low (SAN FRANCISCO) Epoch Partners Lowers Estimates for Selected Software Companies SFF020 03/02/2001 05:30 r f bc-CA-Epoch-Sycamore (SAN FRANCISCO) Epoch Partners Issues a Research Note on Sycamore Networks SFF024 03/02/2001 05:30 r f bc-CA-Epoch-360networks (SAN FRANCISCO) Epoch Partners Issues Research Note on 360networks SFF009 03/02/2001 07:05 r f bc-CA-Fireclick (LOS ALTOS) Fireclick Accelerates Art.com's Web Site and Boosts Customer Conversion Rate LAF018 03/02/2001 07:56 r f bc-CA-Maxtor-Quantum (MILPITAS) Maxtor and Quantum Confirm Stockholder Meeting Dates for Vote on the Quantum HDD/Maxtor Business Combination CGF023 03/02/2001 08:00 r f bc-CA-Mbrane-Close-Sale (REDWOOD SHORES) Mbrane Closes Sale of Client-Server Business for Strategic Focus on Mobile, Wireless and Embedded Software Business SFF018 03/02/2001 08:00 r f bc-CA-Landec-Fiscal-Date (MENLO PARK) Landec Corporation Schedules First Fiscal Quarter Earnings Release and Conference Call Date LAF007 03/02/2001 08:01 r f bc-CA-Pacific-Gulf-Prop (NEWPORT BEACH) Pacific Gulf Properties Inc. Agrees to Merge With an Affiliate of Prudential Real Estate Investors to Develop Senior Apartment Assets MNF003 03/02/2001 08:01 r f bc-MN-TIE-HarperCollins (MASSAPEQUA) TIE and HarperCollins Pair Up for ebXML Demonstration to Standards Body NYF001 03/02/2001 08:01 r f bc-CA-Pharmacia-study (SAN FRANCISCO) Study Data Show Single Dose of Investigational Injectable Cox-2 Specific Inhibitor Offered Superior Analgesia to Single Dose Of Morphine in CGF001 03/02/2001 08:13 r f bc-CA-AOSSM-knee-repair (SAN FRANCISCO) Study Shows Advanced Knee Repair Procedure in Children and Adolescents May Prevent the Adult Onset of Arthritis SFF017 03/02/2001 08:15 r f bc-CA-Saba-Earns-Date (REDWOOD SHORES) Saba Announces Financial Results

Date and Webcast Information SFF023a 03/02/2001 08:15 r f  
bc-CA-Netergy-iPBX-Von (SANTA CLARA) Netergy Networks Announces Commercial  
Release of Hosted-iPBX at Spring 2001 Von Show SFF003 03/02/2001 08:26 r f  
bc-CA-Odyssey-Pharm (SAN RAMON) Odyssey Pharmaceuticals, Inc. Appoints  
Anthony V. Carrano as Acting Director of Research NYF007 03/02/2001 08:30 r  
f bc-CA-BrainConnection (BERKELEY) BrainConnection.com Expands Content  
Offerings to Celebrate Brain Awareness Week, March 12 - 18 LAF008  
03/02/2001 08:34 r f bc-CA-Activision-Racer (SANTA MONICA) Activision  
Brings Remote-Controlled Racing Action to the PlayStation Game Console,  
Nintendo Game Boy Color in Disney/Pixar's Toy Story Racer LAF013 03/02/2001  
08:55 r f bc-CA-Gorbachev-tribute (SANTA MONICA) World Leaders Pay Tribute  
to Gorbachev on His 70th Birthday on New Website To House Digital Gorbachev  
Presidential Library ATF005 03/02/2001 08:57 r f bc-MD-GA-HMSHost-&-Coke  
(BETHESDA) HMSHost Chooses Coca-Cola for its North American Airport and  
Travel Plaza Business LAF002 03/02/2001 09:00 r e bc-CA-Static-X-Warner  
(BURBANK) Static-X Music Video Compilation 'WHERE THE HELL ARE WE AND WHAT  
DAY IS IT...' Set for Release on March 27th LAF009 03/02/2001 09:00 r f  
bc-CA-Unocal-2000-Reserv (EL SEGUNDO) Unocal Reports Crude Oil, Natural Gas  
Reserves for 2000 LAF011 03/02/2001 09:00 r e bc-CA-GV-CoachellaLineUp (LOS  
ANGELES) Goldenvoice Announces Line-Up for 2nd Coachella Valley Music And  
Arts Festival on Saturday, April 28, 2001 LAF021 03/02/2001 09:00 r v  
bc-CA-South-Gate-Electio (LOS ANGELES) Elected Officials and South Gate  
Residents to Hold Press Conference To Demand County or State to Intercede  
in Elections SFF004 03/02/2001 09:00 r f bc-CA-Oracle-Security (REDWOOD  
SHORES) A Complete Approach to Security Reduces Risk SFF008 03/02/2001  
09:00 r f bc-CA-Oracle-Certified (REDWOOD SHORES) 60,000 IT Professionals  
Are Truly Certifiable SFF025 03/02/2001 09:00 r f bc-CA-Adaptec-expenses  
(MILPITAS) Adaptec Plans Restructuring Charge in Order to Reduce Operating  
Expenses By More Than \$7 Million per Quarter DAF009 03/02/2001 09:01 r v  
bc-CA-Active-Power (LOS ANGELES) Caterpillar(R) Dealer Demonstrates Power  
Protection System LAF003 03/02/2001 09:05 r f bc-CA-Honda-LA-Marathon  
(TORRANCE) Incredibly Clean, Futuristic Honda Fuel Cell Vehicle Serves as  
Official L.A. Marathon Pace Car NEF009 03/02/2001 09:22 r f  
bc-CA-NeoTherapeutics (IRVINE) NeoTherapeutics Strengthens Clinical Team;  
Appoints Frank Chiu, Ph.D., as Director, Biostatistics and Data Management  
DAF006A 03/02/2001 09:25 r f bc-CA-Transnational-Fin (SAN FRANCISCO)  
Transnational Financial Network, Inc. Appoints Stephen W. Haley Executive  
Vice President - Chief Financial Officer LAF025 03/02/2001 09:33 r f  
bc-CA-Kanakaris-Wireless (IRVINE) Kanakaris Wireless Launches CinemaWEAR  
DVOD As Company Offers Total Encoding Solution LAF023 03/02/2001 10:00 r f  
bc-CA-Emerging-Company (HOLLYWOOD) Emerging Company Report; Recovering  
Silver and Gold From Hazardous Waste Fluids DCF011 03/02/2001 10:14 r f  
bc-CA-Rob-Stephns-Update (SAN FRANCISCO) Robertson Stephens Daily Growth  
Stock Update on ALLC, WCOM, CY, SEBL, AEIS, AMCC, CERT, FLEX, GPS, NVLS,  
ORCL, FIF, HOTJ, SGP and SEPR LAF012 03/02/2001 10:15 r e bc-CA- **Jeopardy**  
-Game- **Show** (LOS ANGELES) Television's #1 Quiz **Show Jeopardy** ! to Add  
Major New Feature To Show Format NEF014 03/02/2001 10:30 r f  
bc-MA-Beyond-Genomics (CAMBRIDGE) Beyond Genomics, Inc. to Present at the  
CHI Genome 2001 Tri-Conference NYF040 03/02/2001 10:31 r v  
bc-Women-HIV-intl-sympo 'Overcoming Inequality: Women and HIV - An  
International Imperative' Is Focus for International Women's Day Symposium  
on March 8th CGF030 03/02/2001 10:39 r f bc-CA-SunWest-Marketing (LONG  
BEACH) SunWest Marketing Joins Future-World LAF016 03/02/2001 10:47 r f  
bc-CA-TheLibraryCard (POMONA) LibraryCard.com Joins NEA (National Education  
Association) in Promoting National Read Across America Day - March 2nd  
SFF014 03/02/2001 10:59 r f bc-CA-VERITAS-Kerfoot (MOUNTAIN VIEW) VERITAS  
Software Announces Resignation of Gregory Kerfoot From Its Board of  
Directors LAF017 03/02/2001 11:00 r f bc-CA-Manley-Toy-Quest (LOS ANGELES)  
POLLY the Tekno Parrot is Manley Toy Quest's Latest Robotic Feathered

Friend; He Really Speaks His Mind NEF017 03/02/2001 11:13 r f  
 bc-NJ-Berman-DeValerio (NEWARK) Nice Systems, Ltd. Accused of Defrauding  
 Investors In Shareholder Class Action Brought by Berman DeValerio & Pease  
 PHF015 03/02/2001 11:13 r f bc-PA-Boathouse-Sports (PHILADELPHIA)  
 Philadelphia's Boathouse Sports Apparel Protects Players and Coaches From  
 Extreme Conditions SFF013 03/02/2001 11:17 r f bc-CA-Sybase-Analysts Sybase  
 to Brief Analysts on e-Business Trends, Portal, Wireless and Emerging  
 Technology CHF006 03/02/2001 11:18 r f bc-DC-Lockwood-Greene (WASHINGTON)  
 Lockwood Greene Garners National Consulting Engineer Award SFF028  
 03/02/2001 11:37 r f bc-CA-Jamcracker-office (CUPERTINO) Jamcracker Opens  
 Philadelphia Sales Office CGF036 03/02/2001 11:39 r f bc-CA-Bank-of-America  
 (SANTA BARBARA) Bank of America Private Bank Expands Santa Barbara Team  
 With Hiring of David Hellewell PHF018 03/02/2001 11:59 r f  
 bc-MD-Chesapeake-LTCG (OWINGS) Long Term Care Group Enhances Customer  
 Service With Chesapeake System Solutions SFF005 03/02/2001 12:00 r f  
 bc-CA-meVC-Meeting-Date (SAN FRANCISCO) meVC Draper Fisher Jurvetson Fund  
 I, Inc. Announces Date of Annual Meeting of Shareholders SFF030 03/02/2001  
 12:01 r f bc-CA-ISS-EASDAQ-delist (DAVIS) Integrated Surgical Systems  
 Announces that EASDAQ has granted Its request To delist its securities  
 SFF029 03/02/2001 12:04 r f bc-CA-Sybase-20-Per-rev (EMERYVILLE) Sybase  
 Sees 20 Percent Revenue Growth in 2001 With New Acquisition DEF010  
 03/02/2001 12:06 r f bc-MI-FANUC-showcases (ROCHESTER HILLS) FANUC Robotics  
 Showcases Toploader Robot, CNC Mate 200i And Software Enabler Technologies  
 at WESTEC NYF056 03/02/2001 12:08 r f bc-CA-Forestweb-Launch (LOS ANGELES)  
 Forestweb Launches On-Line Wood Journal LAF038 03/02/2001 12:38 r f  
 bc-CA-CUYA-Dividend (SAN DIEGO) Cuyamaca Bank Announces 5% Stock Dividend  
 LAF030 03/02/2001 12:53 r f bc-MA-FEDM-Q4-Results (BOSTON) Fechter,  
 Detwiler, Mitchell & Co. Reports 2000 Annual Results

/Note to editor: All PR Newswire press releases, both current and for  
 the past 12 months, are available at no charge to journalists at the PRN  
 Press Room, <http://www.prnmedia.com/> /PRNewswire -- March 2/ 13:07 EST

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COMPANY NAMES: NICE Systems Ltd; Pomona; Neotherapeutics Inc; Oracle  
 Corp; Pixar; Nintendo Co Ltd; Netergy Networks Inc; Pharmacia;  
 Pacific Gulf Properties Inc; Landec Corp; Maxtor Corp; Veritas  
 Software Corp; Transnational Financial Network Inc; Unocal Corp;  
 Sycamore Networks Inc; Sybase Inc; SkyePharma PLC; Cuyamaca Bank;  
 Draper Fisher Jurvetson; Bank of America Corp; BancBoston Robertson  
 Stephens & Co; Active Power; Adaptec Inc; Coca Cola Co; Disney  
 Enterprises Inc; Activision Inc; Art.com Inc; 360networks Inc; Chiron  
 Corp; Fechter Detwiler Mitchell & Co; Fanuc Ltd; Integrated Surgical  
 Systems Inc; Honda Motor Co Ltd; Extreme Networks Inc; Genzyme Corp

DESCRIPTORS: Results; Company News; Year End Results; Law & Legal  
 Issues; General News; Crimes; Equal Opportunities & Discrimination;  
 Pollution & Waste; Company Management; Restructuring; Strategy; Arts  
 Antiques & Collecting; Natural Resources; Health & Healthcare; Interim  
 Results; Meetings; Appointments; Facilities & Equipment; Mergers &  
 Acquisitions; Joint Ventures

COUNTRY NAMES/CODES: United States of America (US)

REGIONS: Americas; North America; Pacific Rim

PROVINCE/STATE: Massachusetts; District of Columbia; Pennsylvania;  
 New Jersey; Washington; Maryland; California

SIC CODES/DESCRIPTIONS: 2721 (Periodicals); 3710 (Motor Vehicles &  
 Equipment); 3700 (Transportation Equipment); 9199 (General Government  
 NEC); 7941 (Professional Sports Clubs & Promoters); 7812 (Motion Picture  
 & Video Tape Production); 5961 (Catalog & Mail Order Houses); 2086  
 (Bottled & Canned Soft Drinks); 3944 (Games Toys & Children's Vehicles);  
 1522 (Residential Construction NEC); 7372 (Prepackaged Software); 2834

(Pharmaceutical Preparations)

NAICS CODES/DESCRIPTIONS: 51112 (Periodical Publishers); 3361 (Motor Vehicle Mfg); 336 (Transportation Equipment Mfg); 9211 (General Government Administration); 7113 (Promoters of Entertainment Events); 51211 (Motion Picture & Video Production); 45411 (Electronic Shopping & Mail-Order Houses); 312111 (Soft Drink Mfg); 339932 (Game Toy & Childrens Vehicle Mfg); 23322 (Multifamily Housing Construction); 51121 (Software Publishers); 325412 (Pharmaceutical Preparation Mfg)

...FIF, HOTJ, SGP and SEPR LAF012 03/02/2001 10:15 r e bc-CA- **Jeopardy** -Game- **Show** (LOS ANGELES) Television's #1 Quiz **Show Jeopardy** ! to Add Major New Feature To Show Format NEF014 03/02/2001 10:30 r...

**39/9,K/7 (Item 4 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter  
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13316338 (THIS IS THE FULLTEXT)

**CBS Plus Expands Role; Changes Name to Viacom Plus**

PR NEWSWIRE

October 16, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 957

Cross-Media Sales and Marketing Division Adds Viacom Properties, Offering Unparalleled Depth to Advertisers

NEW YORK, Oct. 16 /PRNewswire/ -- CBS Plus, the cross-media sales and marketing unit of Viacom Inc. (NYSE: VIA, VIA.B), has formally changed its name to Viacom Plus, it was announced today by Mel Karmazin, President and Chief Operating Officer, Viacom Inc. The new Viacom Plus will offer clients the opportunity to advertise and promote across the full range of Viacom properties, including those within CBS and Infinity, as well as MTV Networks, Paramount, Blockbuster and Simon & Schuster, among others.

"No company has a more comprehensive range of advertising-based assets than Viacom," said Mr. Karmazin. "This name change reflects our commitment to include the entire Viacom family in offering complete brand solutions for our clients. Cross-platform sales and marketing represents the next generation in advertising spending, and I am confident that the Viacom Plus team will continue to build on the early success of CBS Plus, which was a pioneer in the cross-media arena."

The new Viacom Plus will continue to be led by Co-Senior Vice Presidents Pam Haering (based in Los Angeles) and Lisa McCarthy (based in New York). The Division also maintains an office in Chicago.

"As Viacom Plus we are virtually limitless in our ability to meet the demands of any advertiser," said Ms. McCarthy. Added Ms. Haering: "We will continue to be the premier resource in the business for integrated sales and marketing programs, and now our added depth will allow us to execute ideas for an even broader range of clients."

CBS Plus, officially launched Nov. 5, 1998, has developed and executed media and marketing programs with DaimlerChrysler, Johnson & Johnson, Glaxo, Fidelity Investments, Taylor Made, Datek and others.

Viacom Plus offers advertisers sales and marketing partnerships with the following entities: -- The CBS Television Network, which has more than 200 owned and affiliated stations reaching virtually every television home in the United States, as well as programming arms CBS Entertainment, CBS News, and CBS Sports. -- MTV Networks, which owns and operates cable television programming services MTV: Music Television, the world's most widely distributed television network; MTV2, VH1, Nickelodeon/Nick at Nite,

TV Land, TNN, CMT and The Digital Suite of nine music and kids digital offerings. MTVN is also involved in a variety of entertainment businesses that extend its brands, including films, books, online, and consumer products. -- King World Productions, Inc., distributing such top-rated first-run series as "Wheel of Fortune," "Jeopardy!," "The Oprah Winfrey Show" and "Martha Stewart Living," and the new series "Curtis Court" and "The Cindy Margolis Show." Its off-network slate includes the hit CBS primetime series "Everybody Loves Raymond" and "Touched By An Angel" along with "Early Edition" and "Caroline in the City." -- The Paramount Television Group, one of the largest suppliers of television programming for the broadcast, first-run syndication, off-network and cable markets. Paramount's slate includes popular current shows such as JAG, Becker, Frasier, That's Life, Star Trek: Voyager, Seventh Heaven, Entertainment Tonight and Judge Judy and off-network series such as Cheers, I Love Lucy, and Hawaii Five-0. -- The CBS Television Stations Division, with 35 television stations reaching the 13 largest and 18 of the top 20 television markets in the United States. -- UPN, which reaches nearly every U.S. television household through its more than 200 affiliates, broadcasts 10 hours of original primetime programming each week. -- Showtime, a premium television network featuring critically acclaimed original pictures and series, theatrical movies, championship boxing and family entertainment. -- Infinity Radio, consisting of 187 radio stations, approximately 90% of which are located in the 50 largest radio markets in the United States. -- Infinity Outdoor, with approximately 112,000 bulletin, poster, and mall advertising display faces in 90 metropolitan markets in the United States, 13 metropolitan markets in Canada and 44 metropolitan markets in Mexico. -- TDI Worldwide, Inc., which is a diversified out-of-home media company specializing in transit advertising displays in the United States, Canada, the United Kingdom, Ireland, France, Italy, Finland, the Netherlands and Norway. -- Westwood One, providing more than 150 news, sports, music, talk, entertainment programs, features, live events and 24-hour formats; and serving more than 7500 radio stations. -- Paramount Pictures, one of the original major motion picture studios, has been a leading producer and distributor of feature films since 1912. Its more than 2,500-title library includes Oscar winners such as Forrest Gump, Braveheart, and Titanic. -- Blockbuster, which is the world's leading provider of rentable videos, DVDs and video games, with approximately 7,300 stores throughout the Americas, Europe, Asia and Australia. -- The MTVi Group, the world's leading online music entertainment company, with 22 music **Web site** destinations around the world, including MTV.com, VH1.com, and Sonicnet.com. -- The CBS Internet Group, comprising CBS Online -- CBS's wholly owned **Web sites** including <http://www.cbs.com> and <http://www.cbsnews.com> -- as well as ownership stakes in nearly two dozen independent sector-leading Internet companies, including CBS MarketWatch.com, CBS Sportsline.com and iWon.com. -- Nickelodeon Online, which is a leading portfolio of kids and parents' destinations, featuring Nick.com, Nickjr.com, nick-at-nite.com, tvland.com, teachers.nick.com, and gas.nick.com. -- Simon & Schuster, a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed and multimedia formats. -- Paramount Parks, which is one of the largest theme park companies in the world, entertaining nearly 13 million guests annually at its five theme parks -- Paramount's Kings Island (Cincinnati), Paramount's Kings Dominion (Richmond), Paramount's Great America (Santa Clara), Paramount's Carowinds (Charlotte), and Paramount Canada's Wonderland (Toronto) -- and interactive attraction Star Trek: The Experience, at the Las Vegas Hilton.

/CONTACT: Dana McClintock, 212-975-1077, or [dmcclintock@cbs.com](mailto:dmcclintock@cbs.com); or Susan Duffy, 212-258-6347, or [Susan.Duffy@viacom.com](mailto:Susan.Duffy@viacom.com)/ 11:09 EDT

16/9,K/40 (Item 14 from file: 20)  
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02891198

**Yoyodyne, Fast Company Magazine Partner in Online Marketing Program; Fast Company EZVenture(TM) Gets Entrepreneurs**

PR NEWSWIRE

September 22, 1998

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 900

NEW YORK, Sept. 22 /PRNewswire/ -- Yoyodyne(R) ([www.yoyobiz.com](http://www.yoyobiz.com)), the premier permission marketing company on the Internet, today announced a partnership with Fast Company Magazine, the magazine that explains how smart business works. Working with Fast Company, Yoyodyne will create the Internet's only business-to-business marketing program for entrepreneurs called Fast Company EZVenture ([www.ezventure.com](http://www.ezventure.com)). The partnership marks the first time Yoyodyne will co-brand one of its Permission Marketing(SM) programs. Set to launch on October 1, Fast Company EZVenture will leverage Yoyodyne's proven Permission Marketing techniques to attract more than 250,000 entrepreneurs to participate in the program. Using content exclusively created by the editorial staff at Fast Company, business people visiting the site will be presented with relevant articles and information, updated weekly, about owning, operating and growing a business. The promotion will run through April 15th, 1999. In addition, all registered participants will be entered into a sweepstakes for the chance to win their choice of a grand prize of a \$100,000 investment annuity, a BMW Z3 convertible, or a home office technology suite. Weekly prizes, such as Palm Pilots, printers, office equipment and books will also be awarded. "EZVenture remains the only online marketing program designed to reach entrepreneurs and intrapreneurs," said Seth Godin, president and CEO of Yoyodyne. "Advertiser response has been terrific and we are very excited to be integrating top notch content from Fast Company into the program. Unlike many other Internet promotions, Fast Company EZVenture marries editorial and compelling product information, through sponsor offerings, to the self-interested pursuit of big prizes. It's a devastating combination." Participants earn entries for the grand prize by finding specially marked buttons on the EZVenture site, which take them to an exclusive sponsor page/offer. Here the sponsors have the opportunity to make very specific propositions (get information, buy a product, have a salesman call, get on an update list, etc.) This also has the effect of delivering a very large number of highly desired click-throughs directly to advertiser sites. "These sponsor offers are read, viewed and understood because they are the key to winning the prizes," said Godin. "The interactive nature of the program involves the sponsor in a unique, multi-faceted and productive dialogue with highly-targeted and qualified consumers. These prospects are reached with banners, articles, special offers and e-mail -- with real frequency." In addition, Fast Company EZVenture offers several opportunities for sponsors to gain in-depth knowledge of promotion participants through opinion polls and "opt-in" **participant** lists for ongoing marketing programs. "The EZVenture audience exactly replicates our readership and will provide an excellent platform for Fast Company to reach our core market of young entrepreneurs," said Fast Company founding editor Alan Webber. "No other advertising or marketing vehicle has been able to capture this audience as aggressively as EZVenture and we look forward to working with Yoyodyne to make this program a success for both marketers and users." The program is the perfect advertising vehicle for marketers trying

to reach small and home-based businesses, one of the fastest growing sectors of the U.S. economy. In addition, the Fast Company association and related editorial content will be attractive to "change agents" within traditional corporate America. Initially launched in mid-1998, 49% of EZVenture participants worked for companies with less than 10 people, 30% worked for companies with more than 100 people, and 18% were owners or senior managers. EZVenture sponsors already include Value America, Okidata, iCAT and Network Solutions. "Sponsoring Yoyodyne's FAST COMPANY EZVenture is exciting for Value America," said Craig Winn, CEO, Value America. "The SOHO market is one of our key targets because we know that these customers are early adopters of new technology who need an efficient way to shop. And Value America offers everything a small office needs -- from technology products to disks and paperclips." About Fast Company Magazine Fast Company is a magazine that takes you inside companies to meet people who are inventing better ways of doing business. The magazine showcases real people, real solutions, and innovative ideas. Founded by two former Harvard Business Review editors, William Taylor and Alan Webber, Fast Company is published by U.S. News & World Report which is owned by Mortimer Zuckerman. Fast Company was named "1997 Launch of the Year" by Advertising Age and "1997 Startup of the Year" by AdWeek. It is also an Acres of Diamonds Awards Finalist in the "10 Best New Consumer Magazines of the Last Five Years" category. To receive an issue, please call 212-830-1745. Fast Company content, archive material, and interactive Fast Company community features can be found on the award-winning Web site, <http://www.fastcompany.com>. About Yoyodyne Since its launch in 1995, Yoyodyne(R) ([www.yoyobiz.com](http://www.yoyobiz.com)) has established itself as the industry's premier interactive direct marketing company and #1 creator of online promotions and direct mail. Yoyodyne has created and implemented more than 100 promotions, including custom **games** and multi-**sponsor** sweepstakes, for a variety of corporate clients such as KPMG, H&R Block, MasterCard, Modem Media, Netscape, Prodigy, Reader's Digest, Sony Music Entertainment, Sprint, and ZDNet, among others. Other Yoyodyne promotions include EZSpree(TM), the largest online shopping promotion in cyberspace, EZWheels(TM), geared toward automobile manufacturers and, Get Rich Click(TM), an online traffic-driving sweepstakes. Yoyodyne is privately owned with major investors including Flatiron Partners, Chase Manhattan Corporation, and Softbank Venture Partners. For sponsorship information contact Susan Greenspan, Yoyodyne, 914-591-9696, [susang@yoyo.com](mailto:susang@yoyo.com). /CONTACT: RoseAnn Ciarlante, 212-352-3433, or [roseann\\_ciarlante@pr21.com](mailto:roseann_ciarlante@pr21.com), or Bennett Kleinberg, 212-352-3431, or [bennett@pr21.com](mailto:bennett@pr21.com), both of PR21 for Yoyodyne/ 11:44 EDT

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COMPANY NAMES: Chase Manhattan Corp; Sony Corp; Netscape Communications Corp; KPMG Peat Marwick; BMW - Bayerische Motoren Werke AG  
DESCRIPTORS: Executives & Senior Managers; Earnings Projections & Forecasts; Brokers Recommendations; Sports Sponsorship; Facilities; Annuities; Competitions; New Products & Services; Joint Ventures; Entrepreneurs; Marketing  
PROVINCE/STATE: New York  
SIC CODES/DESCRIPTIONS: 7372 ( Prepackaged Software); 2732 ( Book Printing); 3711 ( Motor vehicles & Car Bodies); 2721 ( Periodicals); 7375 ( Information Retrieval Services)

... sponsors to gain in-depth knowledge of promotion participants through opinion polls and "opt-in" **participant** lists for ongoing marketing programs. "The EZVenture audience exactly replicates our readership and will provide...



... promotions and direct mail. Yoyodyne has created and implemented more than 100 promotions, including custom **games** and multi- **sponsor** sweepstakes, for a variety of corporate clients such as KPMG, H&R Block, MasterCard, Modem...

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16/9,K/34 (Item 8 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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14109029

**Internet Update: eCountries tests knowledge of worldwide news**  
NEWSBYTES

December 06, 2000

JOURNAL CODE: FNEW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 63

eCountries, which says it is the first country-based business-to-business (B2B) publishing and online marketplace focused on the global economy, is holding a "Global Challenge" quiz until Dec. 15. The **quiz** will test **participant**'s knowledge on current global **business issues** through a series of multiple-choice **questions** written by the site's editorial team, and offers prizes for people to enter.

World Wide Web: <http://www.ecountries.com>

Copyright 2000 Newsbytes. Source : World Reporter (Trade Mark) - Asia Intelligence Wire

DESCRIPTORS: New Products & Services; Marketing; Company News  
COUNTRY NAMES/CODES: United Kingdom (GB)  
REGIONS: Europe; European Union; Western Europe  
SIC CODES/DESCRIPTIONS: 7375 (Information Retrieval Services)  
NAICS CODES/DESCRIPTIONS: 514191 (On-Line Information Services)

...focused on the global economy, is holding a "Global Challenge" quiz until Dec. 15. The **quiz** will test **participant**'s knowledge on current global **business issues** through a series of multiple-choice **questions** written by the site's editorial team, and offers prizes for people to enter.

World...

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16/9,K/32 (Item 6 from file: 20)  
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14448628 (THIS IS THE FULLTEXT)

**Are you a Biz Quiz Whiz?**

CANADA NEWSWIRE

December 29, 2000

JOURNAL CODE: WCNW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 605

Answer the R.O.B. Magazine year-end quiz and win a luxury holiday for two.

Also: Diary of a restaurant launch; the bitter split at Lasik Vision and more.

TORONTO, Dec. 29 /CNW/ - Think you really know your business? Here's your chance to prove it -- and compete to win a luxury holiday for two -- by stepping up to the challenge of R.O.B. Magazine's year-end **business quiz**, included in today's Globe and Mail. The 50- **question** brainteaser challenges **business** news junkies to recall major events, trends and personalities that graced (and disgraced) the **business** pages over the past 12 months. The biz **quiz** whiz who scores a perfect 100% on the test will be awarded a trip for two to either Whistler, BC or Antigua, complete with business-class return travel, first-class accommodation and a cool \$1,000 in spending money. In the event that more than one **participant** aces the quiz, a random draw will decide the winner. Four runners-up will each win a prize package consisting of a Palm m- 100 handheld computer device, a Globe and Mail travel bag and an R.O.B. Magazine fleece pullover.

**The Biz Quiz**

Want to vacation like a millionaire? Answer all 50 questions of R.O.B. Magazine's Biz Quiz and you could be skiing in Whistler or sipping drinks on the beach in Antigua. Fill in the entry card found in the January issue of R.O.B. Magazine or enter online at [www.robmagazine.com](http://www.robmagazine.com). Here's a sample:

Sogo is:

- a) A bankrupt Tokyo department-store chain
- b) A producer of soybean-based products
- c) A private-label brand of clothing at The Bay

In the November issue of R.O.B. Magazine, a panel of experts chose the greatest corporate logo of all time. Who did it belong to?

- a) Nike
- b) Michelin
- c) Coca-Cola

Which of the following was not a real computer virus?

- a) Cat Colonic
- b) Love Bug
- c) Happy99

Conrad Black's son John has made headlines because of his job as:

- a) A ballet dancer
- b) A chef
- c) A fashion model

Other must-read features in the January issue of R.O.B. Magazine include:

Lights! Music! Linen! - Globe and Mail food-and-wine editor Beppi Crossariol's behind-the-scenes account of the creation of a top-tier Toronto restaurant, Biff's, from contractor conflict to menu mayhem.

Eye for an Eye - Wrongful dismissal. Corporate foul play. Medical negligence. While this may sound like the latest television drama, it's all playing out in the bitter split at Lasik Vision, the largest refractive surgery company in Canada.

Jumping In - 10 Do's and Don'ts that will help investors land in the right place this RRSP season.

Globetrotter - R.O.B. Magazine's monthly guide for business travellers who want to take full advantage of the places they visit. This month: Five great European cities.

R.O.B. Magazine is Canada's pre-eminent business magazine, offering readers authority and credibility with its award-winning coverage of business and economics. R.O.B. Magazine is part of The Globe and Mail, a leading Canadian news and information company that includes: The Globe and Mail, Canada's National Newspaper, daily offering more than a million readers unparalleled national, international and business reporting, analysis and commentary; the globeandmail.com Web Centre; R.O.B. Magazine and Globe Television; and ROBTv, Canada's only all-business channel.

The Globe and Mail is part of The Thomson Corporation (TSE:TOC), a leading global e-information and solutions company in the business and professional marketplace with 1999 revenues of US\$5.8 billion. The Corporation's common shares are listed on the Toronto and London Stock Exchanges. For more information, visit The Thomson Corporation's Internet address at [www.thomson.com](http://www.thomson.com).

/For further information: Douglas Goold, R.O.B. Magazine, (416) 585-5694; Josh Cobden, Environics Communications, (416) 920-3506 ext. 275/05:00 ET

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COUNTRY NAMES/CODES: Canada (CA)

REGIONS: Americas; North America; Pacific Rim

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... two -- by stepping up to the challenge of R.O.B. Magazine's year-end **business quiz**, included in today's Globe and Mail. The 50-**question** brainteaser challenges **business** news junkies to recall major events, trends and personalities that graced (and disgraced) the **business** pages over the past 12 months. The biz **quiz** whiz who scores a perfect 100% on the test will be awarded a trip for...

...and a cool \$1,000 in spending money. In the event that more than one **participant** aces the quiz, a random draw will decide the winner. Four runners-up will each...

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16/9,K/29 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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17426505

**Visit to a small planet**

HA'ARETZ

June 26, 2001

JOURNAL CODE: WHTZ LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 637

It's hard to relate to the new educational software by Compedia, "The Adventures of Itamar and Gordi in the World of Science," without being somewhat disappointed. The first CDs in the series, "Itamar Walks on the Walls," and "Itamar the Dreamcatcher," are very good even now, years after they were first issued. Both were wonderful adaptations of the two well-known books by best-selling Israeli author David Grossman, and benefited from close cooperation with him. The later programs, on the other hand, continued to use the character of Itamar, but they gradually distanced themselves from the marvelous imagination that the writer's creation offered to children. "Itamar in the World of Science" is no exception. It has completely lost the charm of the original, and like all other educational software, offers a great deal of educational material in the guise of games. To its credit, it should be said that the program fulfills its goal very successfully. At Compedia, they know that it is difficult to get children aged 5 to 10, for whom this program is meant, to sit opposite the computer with the stated intention of learning about the world of science. Most children that age prefer games of activity and adventure. The producers have therefore created a very farfetched framework story, which succeeds in supplying an excellent excuse to play with the games, participate in the activities, and to learn a few things as well. Gordi, another major hero of the company's games, comes to visit Earth. When he decides to return to his planet, he suddenly discovers that he has forgotten the way. Itamar helps him, and the two find themselves next to the science machine at the Bloomfield Science Museum in Jerusalem, where Gordi's spaceship is parked. In order to contact the planet, they have to amass jigsaw-puzzle parts, which supply the energy required for the machine. For that purpose, of course, they have to play the games. "Itamar" is a very full program, containing four film clips with simple experiments that can be performed at home; a simulator that shows the working of a microscope, and through which one can view objects at various magnifications; short and interesting video clips filmed at the Bloomfield Science Museum, as well as several games. Two of them are very good. One is a trivia game that is wonderfully done; in it Itamar - in the character of a television moderator - asks questions from the world of nature, flora and fauna. Like any curious child, Itamar asks: What comes out of the tea kettle when it boils, how do fish breathe in the water, what is the largest animal in the world, and even - what are cornflakes made of. Characters from previous games produced by the company answer the questions, and the player has to decide if they are lying or telling the truth. The second game is a good example of the attempts made by all educational software to disguise the learning aspect. In a simple spaceship game, of which there are many on the Internet, the player has to shoot repeatedly at stars and asteroids. After a short battle, a silvery ball appears, which contains a certain item - an animal, a musical instrument, or some other object. Suddenly, a robot's arm appears, containing antennae sensitive to touch, color, form and sound, and with it, the player has to select the correct item out of a choice of items appearing at the bottom of the screen. It's hard to kid ourselves that children really don't understand

that behind the smokescreen of the asteroids, someone is trying to teach them something about nature. But as in any good educational software, without this spaceship game, as simple as it is, only few of them would even try to guess what is hiding inside the ball.

Copyright 2001 Ha'aretz Daily Newspaper Ltd. Tel Aviv, Israel. Source : World Reporter (Trade Mark)

DESCRIPTORS: Company News; New Products & Services; Marketing

COUNTRY NAMES/CODES: Israel (IL)

REGIONS: Mediterranean; Middle East

SIC CODES/DESCRIPTIONS: 7372 (Prepackaged Software)

NAICS CODES/DESCRIPTIONS: 51121 (Software Publishers)

... largest animal in the world, and even - what are cornflakes made of. Characters from previous **games** produced by the **company** answer the **questions**, and the **player** has to decide if they are lying or telling the truth. The second game is...

... aspect. In a simple spaceship game, of which there are many on the Internet, the **player** has to shoot repeatedly at stars and asteroids. After a short battle, a silvery ball...

... arm appears, containing antennae sensitive to touch, color, form and sound, and with it, the **player** has to select the correct item out of a choice of items appearing at the...

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t s8/9,k/11

8/9,K/11 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
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30583712 (THIS IS THE FULLTEXT)

**Q3 2003 Multimedia Games Earnings Conference Call - Part 2**

FAIR DISCLOSURE WIRE

July 03, 2000

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All six of these games are expected to drive players from competitor's machine and to help us require additional premium force base. I hope you all understand that we are not standing still waiting for the regulators to bring equilibrium to the marketplace. We have a well thought out and proactive strategy, which uses our arsenal of marketing technology, proper relationship, broad array of mass appeal, life of game phases, and the strength and flexibility of our current architectures to improve the performance of our Class II gaming offerings. Let me spend a moment now talking about several other of our latest gaming system Gen4 installations and development efforts that are critical to our success. The game, the Class III version of Game IV is now installed at three of our largest Washington casinos and has been operating robustly, efficiently and to the delight of the staff for some time. The players are enthusiastic about the new portfolio of games and its supports. The release of this system along with the accelerated pace of game releases leads us to believe that we are aligned to sell a meaningful number of additional units in the WI market as it continues to expand. As a result of the upgrades requested by the tribe and a few minor construction delays. The opening of WinStar was delayed from May until today. One of the reasons we feel pretty good about the reported third quarter results is that we accomplished it without the benefit of WinStar. Of course, effective WinStar will be opened for only a part of Q4, is a contributing factor to our decision to reduce the Q4 estimate. For our tribal customer, projects such as WinStar is of great benefit to them. Our financing gives them the opportunity to build those facilities or upgrade existing ones, which not only expands our revenue base, but also improves the quality of the entertainment experienced with our customers. When analyzing which project to do, we insist that any of the potential transactions must first be substantial and meaningful for our tribal partners, if it's to be good for Ingame. For Ingame, these transactions provide us with a meaningful short-term return on capital. Secondly increased the number of our deployed player stations providing with long-term solutions recurring revenue. And third, in a competitive environment, they maximize the probability that we will continue to dominate the four states for the short and the long run. Furthermore, we are getting significant interest for the casino development agreement in states outside of our core Class II markets and we have the potential binary into more such agreements to have a good majority of our customers on long-term contracts. As I said before, we would like to do as many of these transactions as possible because I provide substantial advantages to our customers and acceptable return to us. We are confident that the soon to be available results from WinStar will validate the wisdom of this type of transaction, first of all, our tribal partners and secondly for Ingame. I'm very excited to report that our team has recently signed contract for four additional such projects. We've committed up \$26m for these projects, two of which are located in small markets, one in the medium market, and one in large market. We expect to begin construction on these facilities

late in 2003 with the expected completion dates varying between the summer and fall of 2004. These facilities will result approximately 1500 additional player stations installations and long-term commitment of these sites for approximately 2400 units. We expect to fund these facilities through our existing cash on hand, cash flow from operations or if needed our credit facility. Furthermore we have identified and are working with tribes on four additional development funding opportunities, two of which are outside of Oklahoma. We are also in dialogue and negotiations with several other East Coast, West Coast and Mid-West tribes, some of which like Winstar in a close proximity to major metropolitan feeder markets. Our expectation is that we will be able to announce additional agreements throughout fiscal 2004. These development agreements will continue to play a large role in our Class II expansion initiatives. Ultimately we expect that we, as we complete more of these development funding agreements we will have a meaningful portion of our recurring revenue sources secured via long-term contracts. In the near future, we expect to complete two software development interest initiatives, which will place our player stations on same currency protocol and allow our player stations to interface with the players club systems operating at the Casinos in California. Following that the anticipated improved performance of the player station we expect a number of additional compacted tribes will be motivated to add some more of our Class II games in order to meet their peak week-end demands and to offer more attractive means of increasing the level of gaming offerings for their patrons above the 2000 machine limit set by the Compaq. Additionally, we continue to believe that some of the gaming, four Managers in California are waiting for the NIGC opinion letter on Real Time Bingo before placing meaningful orders for our Class II player stations. In the **charity** and related markets as many of you know, we have believed for long time that the **charity** gaming market is attractive opportunity to continue to build the topline and diversify our sources of revenue. Turn estimates indicate that there are over 60,000 organizations currently conducting some form of **charitable** gaming in the United States. We have made significant progress in a number of important jurisdictions in this market, and for the first time we will be including revenue expectations from **charity** gaming when we issue our FY04 guidance next quarter. As a designated central supplier for the New York video lottery system to be operated at licensed racetracks around New York State, I would like to take this opportunity to once again acknowledge the marketing and technology and operating teams at MGAM, who on our first try have positioned us as the leader in this market. However this is not really new ground for us, as we have been running central determinant systems for many years. It is however a great example of our ability to apply our vast array of technology and architectures and resources logically to systematically enter new markets. The New York Lottery System is scheduled for a December '03 deployment, however, recently one of the racetracks has asked us to accelerate that to support a November opening and we have committed to do that if that facility is ready to go in November. We anticipate that the development and initial operation of the system will be smooth and efficient because many of the modules of Gen IV are embodied in the New York system, and this system has been operating with an extraordinary level of stability in Washington State for some time. As full book build out, some analyst and public sources now estimate that New York Lottery state video could encompass 20,000 video lottery terminals, substantially higher than originally anticipated and amongst the largest in the Nation. New York is an important step in our efforts to diversify our revenue sources by applying our technological skills and resources, the other aspects of the gaming industry. Once the New York VLP system is up and running, we'll receive a small percentage of the daily hold from every player station that is deployed in the field. We're proud to have been named as a New York supplier. We've been proud to



work with the staff of the New York lottery and we're looking forward to the financial benefits that this will bring us. But we believe that this only will be the first step and a short journey to enter additional racinos and other forms of regulated gaming markets nationwide. The statement is, again, a reflection of my confidence, and our team's availability to design, develop and deploy central determinant systems that provide unparalleled levels of functionality and stability. Many of you can list off the many other states which you're considering racino and other gaming legislation and in the aggregate, the number of gaming player stations to be deployed appears to be quite large. MGAM is making the contacts necessary and doing needs assessment in many of these jurisdictions to ensure that when the time comes we're ready to again secure the **business** with the winning proposal. MGAM has been investing heavily in systems that will offer a broad selection of advanced services to gaming operators by early in 2004. In addition, early other industry participants have approached us considering collaborations or joint ventures to facilitate more effective penetration of the Native American and other American gaming markets. Clearly, we have a lot going on and we, not only, we made great progress in our effort to maintain and build the placements of our Class II player stations, but also on our efforts to expand geographically, as well as, diversify into other areas where our core competencies and technologies can allow us to quickly be successful in ancillary areas of the gaming **business**. I would like to, first, address a few non-operating topics before we go to Q&A. First, in the near future, for tax and the State planning purposes only, I will transfer a number of my MGAM shares into a family partnership, which I will continue to control. This will be reported as required through SEC Form 4 filings. On the same day, you will see that I disposed the stock and then I acquired the stock. I just wanted to, not surprise any of the investors with this transaction. It is not a change in my effective ownership of control of stock. And will continue to be reported as control of stock. Furthermore, I intend to give some stock to my family members and to the **charitable** foundation controlled by wife and children. Then finally, between now and March, and consistent with the terms of my note, I will surrender some MGAM shares to the company to satisfy my outstanding loan to the company. The second question that we get frequently is what is our stand on the share repurchased by the company. I want to address this now, in a public form. With our balance sheet in the strongest position ever, and having completed a \$15m credit facility with Comerica, we are in a far better position than earlier this year to, if we deem it appropriate, we purchased some MGAM shares in the open market. Pursuant to the, approximately 500 share buyback authorization, presently, in place. We will, of course, continue to way potential buyback of stock against our other uses of the cash. And as I discussed earlier, we've committed \$26m to sign a development agreement. However, with \$19m of cash on our balance sheet and the WinStar facility about to begin returning cash, we have the resources to get a lot done including future investment in technologies, more development agreements and buyback of stocks if we deem it appropriate. We will, as always, look at all these options and endeavor to make allocations, which will be in our shareholders interest. At this time, I would like open the floor for questions. OPERATOR: Thank you, sir. Today's question and answer session will be conducted electronically. If you would like to ask a question, please do so by pressing the star key, followed by the digit one on your touchtone telephone. Once again, please press star, one for question. And we will pause for just one moment to assemble our question roster. And we will take our first question from Jack Cooper (ph) with Roth Capital. JACK COOPER, ANALYST, ROTH CAPITAL: Good morning, Clifton; and good morning, Craig. CLIFTON LIND: Hi, Jack. CRAIG NOUIS: Good morning. JACK COOPER: Congratulations, pretty solid quarter. Wanted to first congratulate you on

the operations that you have directed and chosen. It seems like you guys are executing well there. And my questions have to do more with the areas that you have less control over. And so may be you could give some color on your fourth quarter EPS guidance. Specifically, what do you expect the hold per date should be relative to the June quarter or differently maybe, where was it - where was the hold per day in June, to get the sense for, how that's trending?

CRAIG NOUIS: Jack I will take that question. The hold per day for June, as we discussed was down for the past quarter. What we found was the three month June quarter, the holds were decreasing for the factors that we had previously outlined. As of June was definitely the lowest point in terms of the hold per day, and has reached about \$107 for New Generation games. We have seen that plateau and we have the belief that it is somewhat rising slightly right now and we expect it to increase slightly over the quarter. But as we had mentioned previously, our net gaming revenues, we expect to go up because of also the continued placements of units out there. JACK COOPER: Are you seeing the July hold per day, at a similar \$107 level?

CRAIG NOUIS: July hold per day was lower than the June hold per day. It is about - we have seen it to rebound and the recent trends over the last two weeks show that it is starting back up and we expect it to be a reasonable amount in August. September has always been a month in the past in our pure Bingo business. That the hold was slightly below what it was in August because of the fact that schools starting and some of the disposable income that has been spent on gaming in the past has been traditionally used to buy school clothes and other things. We have attracted a new group of younger players who may not be subjected to those links (ph) considerations this year and so we are interested to see what is going to happen in September. But historically, it would have been just marginally lower than what we see in August. JACK COOPER: And what assumptions are you using in your hold per day (ph) to come up with your fourth quarter guidance?

CRAIG NOUIS: Very modest assumptions. JACK COOPER: Okay. And just a follow-up question on NIGC. It sounds like a potential impasse with NIGC as it relates to changes as they have requested. Are they changes that you're just you know, debt against making?

CRAIG NOUIS: Ted, I would not at all turned to (Inaudible) as an impasse. As you are aware better than most the regulation of Class II gaming is a primary responsibility of our tribal partners and the all of our tribal partners understand the laws and rules, regulations and the case law having it to govern Class II gaming and we feel that, that in what has been a very good negotiation and wish we think NIGC is doing a good job working with all the vendors and trying to come up with guidelines to help the industry in the future. There are some things that just appear to be preferences and do not require to be supported by the law. I have some obligations to support our tribal customers who are the primary regulators and who are the ones to who have all (Inaudible) or Real Time Bingo 1.2 and so if there are changes that requested that I just don't believe are supported by laws regulations statutes that though slightly too far, I had to push back a little bit, but I do not as I said earlier, I am convinced we will get a Class II letter. The tribes are the ones who will decide if any of the games that are under consideration are ever going to be played and so I am trying to make sure that this long process we've been in is a success for the tribes as well as for the industry and there are just some changes that I have asked to be reconsidered and they are in the process and they have considered that request and in no way do I believe that we are at an impasse, but it's substantially all of the changes appear to be fair to all parties concerned, but I thought that there were few good that, just weren't necessary and again out of a fierce loyalty to support the tribes, I wanted to take my stand initially and request reconsideration of

some of those changes, but I sit here today feeling confident that we will get in agreement with NIGC. JACK COOPER: I understand that. (Inaudible) when will the NIGC request for additional changes?

CRAIG NOUIS: The last set of changes were requested within the last the last three to four weeks. JACK COOPER: Okay. Thanks very much guys, talk to you soon. CRAIG NOUIS: Thank you Chad (ph) . OPERATOR: We go next to Jeff Martin with Roth Capital. JEFF MARTIN, ANALYST, ROTH CAPITAL: Thanks guys. Question on your installations scheduled for fourth quarter, excluding the 600 additional that will go into WinStar. How many do you anticipate your place at the new generation games?

CLIFTON LIND: We think it's going to, you said for the fourth quarter for the new generation games outside WinStar, obviously a lot is dependent upon many things that gets resolved with NIGC classification letter, but we continue to believe that 600 or so net placements of the quarter is still a good number in addition to the WinStar placement. JEFF MARTIN: Okay. And what about for 2004?

CLIFTON LIND: We are not clear. We are not taking our expectations of the overall placement we're still targeting at least 200 net additional placements per month and if things go our way on some major developments, the major developments could be larger than that or it may be that some of the minor developments are necessary to meet that 2000. We are in some cases refusing to deploy additional machines in locations where we believe that there are already sufficient number of machines to take care of the demand and so we may see some of the deployments in our smaller older facilities, sort of stabilize and not be increasing in the future. JEFF MARTIN: Okay. And then once you put in the bonusing and wide area capabilities, how quickly do you think the hold will improve and to what level?

CLIFTON LIND: Well, we released three bonus round games on the Gen3 system and Real Time Bingo 1.2 several weeks ago and their performance for those particular machines in most cases is extremely better than the network as a whole or the best performing machines in those same halls. But I need to caution you that the travel managers are in control of the mix and there will be probably only be 10% to 15% of the machines initially on the wide area progressive system and probably only 25% to 40% of the balance of the machines put on a bonus round games and so that there will always be an appropriate mix for the players in the hall. So you can assume that every machine that's placed up there is going to be either a wide area progressive or that it's going to be a bonus round game, but I will tell you that there is ample data available on the industry that shows what the performance of these progressives and bonus round games. I just direct you to some data after the call is over. JEFF MARTIN: Okay. Are you taking a higher percentage shares of revenue on wide area progressives or there will be somewhat you are overall blended?

CLIFTON LIND: No. It's going to be similar. JEFF MARTIN: Okay. And then finally, these lawsuits that Craig spoke of, does that cover, does one of them cover the WinStar problem?

CLIFTON LIND: No. This is something that we quite frankly, I thought would be, had a good chance of getting settled or dismissed prior to going to trial. But the authorities couldn't get the agreement and so as we said we intend to prevail, we think we will prevail average and a jury trial. There is no way to predict what's going on, we thought smart thing to do was to make you aware of this because it's never been mentioned before in any of our public discussions. JEFF MARTIN: Okay. I appreciate that. Thanks, guys. CLIFTON LIND: Thanks. OPERATOR: And we will go next David Dan (ph) with Slidler Company (ph) . DAVID DAN, ANALYST, SLIDLER COMPANY: Thank you. Good morning. CLIFTON LIND: Hi, David. DAVID DAN: How are you doing?

CLIFTON LIND: Okay. DAVID DAN: All right. Question on -- you mentioned in the press release and on the call that you are not relying on enforcement action to loan to increase the hold per day or for that matter

a letter that you are releasing two additional Class II gaming engines for Q1 '04. I guess, question A from last standpoint is, with those in your mind be able to compete with the current high performing games out there that may be deemed class III?

CLIFTON LIND: Yes. David, we have always as a public company and a license company we have always been in the position where we could not cross the line before we can bring out with any game we make sure that not only our internal compliant staff and our senior management along with all of our staff as many gaming attorneys concur that what we are about to put out is quite a few games. But, I want say that that the reality is we always have been competing in Class II venues with games that don't appear to be Class II games and they appear to have the interactivity, we always will be. And so, it is a part of strategy continually to develop new gaming engines that -- and as you we've replace them almost every 18 months in the past and we are accelerating the rate of release in this -- it will probably be a little over 12-months or 13-months as we teamed up with Reel Time Images. And, I wouldn't be investing in these new gaming engines if I did not think that they would perform well against the existing, apparently non-Class II competition that's out there. DAVID DAN: Right. Is it a Bingo based platform and did it come about with discussions with NIGC in working along, some of the -- when you saw how their mind worked -- or is it something completely different than what we have seen from Reel Time?

CLIFTON LIND: Well its going -- as there is going to be two different offerings. One that is going to be completely different from something you have seen from Reel Time, something that we think is a significant improvement on Reel Time. The answer to your other questions, yes all of these new things are the result of our continued review of Laurels (ph) and continually listening very carefully to public comments that NIGC is making about where they would like to see the industry go. And however these games are not specifically being discussed with NIGC and until we get Real Time Bingo issue and the other two games stabilized here that are currently under review, I don't think it is appropriate for us begin any new discussions. DAVID DAN: Okay. Okay. Great. CLIFTON LIND: But certainly, I had to say, (Inaudible) feels very forthcoming in their consultations in with the tribes over last four weeks we have attended many of these personally and have benefited greatly from the very clear delineation of NIGC's current views and we think that has been to the tribe and certainly been helpful to the vendors. DAVID DAN: Right. In the press release you also sighted a competitor that was sighted and maybe a correspondence with NIGC that their game could be in Class III and that competitor looks like they had a very popular game -- is that a Bonanza engine?

CLIFTON LIND: No. The one that I was talking about is already been decided. DAVID DAN: Yes. CLIFTON LIND: No. DAVID DAN: Okay. And, I guess my question is, it sounds like they -- those high performing dollars will go into your game if they are taken off the floor. What percentage of the tribes do you expect will take heed or follow the NIGC's position on Bonanza style Bingo and when they buy the games for whatever reason, as potentially being Class III? And, do you think that your Class II letter will help them in coming to that conclusion, to pick those games off the floor? In assets giving something in return?

CLIFTON LIND: Yes. Let me say that, David that there is not a greater supporter of tribal sovereignty than the person you are currently speaking to and I can't go forward. It's not a question of the tribes taking the lead, under Igrab (ph), the tribes are the principal regulator of Class II games. Now, the tribes are in constant communication and consultation with NIGC over the interpretations of the case law, the statutes and the regulations and they certainly try to be constructive and have a dialogue that draws the industry together instead it creates conflict, but I want to point out very quickly that the tribes will make their own decision and there are tribes that once they rule a game is Class II, nothing short of

an enforcement action and administrative process will leave them to remove a game from the floor, and there are others that have a policy of saying, the effect of those are not in a competitive environment, we will say look, we are only going to run Class II games that NIGC has issued to ruling on. So, it is impossible for me to speak to the tribes, there will be some at all ends -- at both ends of that spectrum and then like most situations, the majority of them will be in the middle of the road on these issues. But, I can't give you a number, but -- DAVID DAN: Okay. Well, just finally, moving on to systems. The economics on systems, there will be a one-time fee from the operator and recurring maintenance fee?

CLIFTON LIND: I don't understand your question. DAVID DAN: I guess, going forward, it sounded like you were going to provide back-end systems to some of the casinos, Class II casinos. Did I miss that? Am I misunderstanding that?

CLIFTON LIND: We certainly have a -- we are certainly aggressively talking to the tribes about a plethora of products for their casinos, including a casino wired back-end system, player tracking systems that have been greatly improved and in all of the modules that you normally find associated with the casino management system. And, in some cases, those discussions include a sale for one-time fee and then some ongoing maintenance revenue and in other situations, there is no front-end fee but there are other commitments that are being agreed upon that make it lucrative for us to enter into the arrangements. So, I think that each individual case is going to be different from the other one depending on the size of the facility. And, how many facilities in particular tribe has and how many of those different facilities they network into the same central system. So, there is no way to give you an answer, there will be a number of business models supporting our delivery of other systems. DAVID DAN: Okay. Well, congratulations on the four development projects and thank you. CLIFTON LIND: Thank you David, and thank you for your support and we are going to try to take advantage of all the opportunities that we see before us in the immediate future. Next question operator. OPERATOR: Once again as a reminder, if you'd like to ask a question, please press star one on your touchtone telephone. And we will pause for just one moment. And we do have a question from David Rainey with Arka Capital (ph) . DAVID RAINEY, ANALYST, ARKA CAPITAL: Great, thank you. Several questions, Clifton. What will the new gaming engines do that the current version of 2.0 doesn't do, can you just give us some sense for how they are different, or what their attributes are?

CLIFTON LIND: I can just say that they are games that we believe the players will find more entertaining and attractive than the current offerings of real time Bingo. I can't - I mean it is silly for me to publicly alert our competitions to anything beyond that.

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